

To what extent would it be profitable for Gatorade, with their current emphasis on performance nutrition, to develop their own line of supplements?

Sam Taaffe  
IB Business and Management SL  
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**Table of Contents**

<b>Contents</b>	<b>Page</b>
Introduction	3
Findings	4
Analysis of Findings	5
Conclusion	7
Bibliography	8
Appendix	9

### **Introduction**

The purpose of this commentary is to analyze Gatorade's decision to develop an individual supplement line, and determine its effect on company profitability. Gatorade is a nutritional food and sports drink company that offer drinks, bars and chews marketed towards athletes (The Gatorade Company). Gatorade has found success in their current market, achieving 22.1 billion dollars in sales and accounting for 32% of PepsiCo's total revenue in 2013 (The Gatorade Company). Its sports beverages are designed to hydrate the consumer, and are specifically designed to meet the fluid and nutritional needs of athletes. Gatorade has expanded their product mix since their creation in the 1960s, and now offers sports bars and energy refueling chews alongside their original Gatorade drinks. Gatorade's interest in athlete nutrition goes beyond the shelves, as Gatorade has spent many hours researching the relationship between nutrition and athletic performance at their Sports Science Institute in Bradenton, Florida (Gatorade Sports Science Institute). With Gatorade's current emphasis on performance nutrition, it may be profitable for the company to dive into the growing industry of bodybuilding supplements, products with enhanced nutritional value to assist in athletic improvements of performance. In my analysis, I used the following sources to evaluate Gatorade's potential product expansion:

1. Natural Products Info - New Study Shows Dietary Supplement Industry Contributes More than \$60 Billion to National Economy
2. FDA – Dietary Supplements
3. Advertising Age - Gatorade's G Force Leaves No Sweat Behind
4. Forbes – Nutritional Supplements Flexing Muscles as Growth Industry
5. Spartan Daily – Sports Drinks: The Truth About their Effectiveness

In addition to this research, I created a SWOT analysis alongside a graphic of Ansoff's matrix to aid in my analysis and conclusion.

## Findings

Gatorade, as a performance nutrition company, should consider entering the supplement industry. In 2012, the supplement industry created \$32 billion in revenue from nutritional supplements, and is projected to generate over \$60 billion by 2021 (Source 4A). Recently, the supplement industry is expanding into new demographics; Forbes commented: “Ten years ago, it was just the muscleheads and the weekend warriors. Now, it’s the full spectrum with men and especially women” (Source 4B). This market growth and demographic expansion of supplements makes it even more suitable of a market for Gatorade to participate in, as Gatorade seeks to implement themselves in markets with growing potential (Source 3A). Developing an independent supplement line will not come extremely easily though, as there are a series of regulations and FDA standards that need to be met (Source 2A). The research and development process will also be tenuous and expensive, as the supplement making process is difficult (Source 1B). However, any contribution of money made towards designing a supplement line could return massive profits, due to the massive market potential the supplement industry possesses (Source 1A). Gatorade’s current hold on its market could be utilized to maximize profits, as consumers experience brand loyalty towards the company (Source 3D). The supplement industry also opens up Gatorade to a new side of athletics (5D).

### Analysis of the Findings

From the information provided in my evidence, I analyzed the data and created a SWOT matrix analysis alongside a graphic of Ansoff's matrix.

<b>Internal Factors</b>	<b>Strengths</b> <ul style="list-style-type: none"> <li>• Gatorade has remained profitable in the last several years (3H).</li> <li>• Gatorade has a solid grip on the sports beverage market and audience (5C).</li> <li>• Gatorade has successful market penetration into youth athletic organizations (3C).</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Gatorade's current sports drinks are nutritionally ineffective, and this may present an untrustworthy image out to the public (Source 5E).</li> </ul>
<b>External Factors</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• Supplement industry is growing at a large rate (4A).</li> <li>• Supplement industry in expanding into new demographics (4B).</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• FDA Regulations may limit Gatorade production or development process (2A).</li> <li>• Gatorade may not be seen as a serious nutritional company by its intended market (5D).</li> </ul>

Gatorade's decision to develop their own line of bodybuilding supplements would have a positive impact on the company's profitability. Gatorade has remained profitable in recent years, and has the available capital to develop a new product line (Source 3I). This success may be attributed to the customer loyalty felt towards Gatorade (5C). Gatorade has also managed effective market penetration on one of their main demographics, reaching outward to youth athletic organizations across the country (Source 3C). Despite their commercial success, Gatorade's current products are nutritionally substandard due to their high sugar content. The SWOT analysis gave an overview of the internal workings and external factors surrounding a business, and the Ansoff matrix will elaborate on the situation of introducing the new product into the market.

Ansoff Matrix

	Existing Products	New Products
Existing Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

Gatorade’s decision to develop a bodybuilding supplement line falls under the category of product development in Ansoff’s matrix, as Gatorade will introduce a new supplement line to their current market, athletes. Through product development, Gatorade can take full advantage of the economic momentum the supplement industry currently holds. The supplement industry is growing, and this market behavior corresponds with Gatorade’s market objective: focus on growing industries (Source 1D and 3A). Entering a market in its growth stage will yield high return on investment if executed correctly.

In order to properly market their new supplement line, Gatorade must connect with the bodybuilder athletes. The attention of this demographic is drawn to results, and any ineffective supplement will be ignored by the market (Source 3B). This market behavior will test Gatorade’s history of low-nutritional value sports drinks. Despite being marketed as sports-drinks, Gatorade’s products have high sugar content, which offsets the other nutritional benefits the drinks offer (Source 5E). This contradictory branding may dissuade Gatorade’s new target market. However, the effect of Gatorade’s reputation for low-nutritional value products on the selective bodybuilding market can be managed by creating an effective new product and marketing it successfully. Gatorade can minimize the supplemental costs of researching and developing a new product by simply shifting their current, extensive research from old to new products (Source 3G). However, some additional costs that will be found when developing

supplements are changing procedures to meet FDA regulations and employing specialists to avoid regulatory issues (Source 2A and 4C).

In addition to creating a more effective product, Gatorade must also market the new product successfully to maximize profitability. Gatorade must continue their marketing strategy of popular athlete endorsement of its products (Source 5D). However, to reach their future market, Gatorade should incorporate prominent figures of the bodybuilding world into their supplement advertisements. Doing so would supply Gatorade with a connection to their target market, and it would reassure potential consumers that Gatorade is not too large a company to focus on bodybuilding.

### **Conclusion**

I concluded that Gatorade developing an individual line of bodybuilding supplements would be a profitable decision for the company. Gatorade is already well-established in the sports drink market, and their loyal customer base and current brand focus will facilitate the transition into the supplement industry. The supplement industry's past and current growth favors the decision of new product development, especially for a company with the available capital and resources like Gatorade. However, Gatorade's other beverages are known to lack nutritional value despite being marketed as sports drink. This, in combination with the bodybuilding market's avoidance of ineffective supplements may hinder product success. To help remove product doubts and ensure profitability when introducing the new supplement line, Gatorade must test and prove the product's effectiveness to their future market. Additionally, Gatorade must utilize its marketing connections to the sports world and its athlete endorsements to promote its products to the hardcore athlete. The decision to create a bodybuilding supplement line would be profitable, and would support Gatorade's mission of supplying athletes with nutritional beverages.

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## Appendix

### Article 1

Found at:

[http://www.naturalproductsinfo.org/index.php?src=news&srctype=detail&category=DSIB%20Releases&refno=181&view=DSIB\\_Releases\\_Detail](http://www.naturalproductsinfo.org/index.php?src=news&srctype=detail&category=DSIB%20Releases&refno=181&view=DSIB_Releases_Detail)

## New Study Shows Dietary Supplement Industry Contributes More than \$60 Billion to National Economy

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### *Industry impact is nearly triple U.S. consumer sales*

A new study funded by the Natural Products Foundation has found the total economic contribution of the dietary supplement industry to the U.S. economy is more than three times annual consumer sales, or \$61 billion dollars per year. The study also showed that the dietary supplement industry has enough activity throughout production and sales to support more than 450,000 jobs, while industry concerns paid more than \$10 billion dollars in taxes in 2006. A

"Most industry assessments primarily focus on sales, but this is really just the tip of the iceberg," said Tracy Taylor executive director of the Natural Products Foundation. "The labor, materials, and technology necessary to move each product from a raw material to the final sale cause a whole spectrum of economic consequences." B

The Economic Impact Report, completed by Dobson | DaVanzo, a Washington D.C.-based economic research firm, is the first to quantify the dietary supplement industry's overall financial impact on the national economy by considering such contributing factors as supply, production, research, direct employment, manufacturing, taxes, and the extended financial effects these factors produce.

By expanding the study's analysis beyond the industry's most basic financial impact of more than \$20 billion in consumer sales annually, researchers were able to provide a more complete economic picture, charting the widespread effects that dietary supplement-related transactions have on other, complementary industries.

"Not only does the dietary supplement industry represent an important and growing component of the U.S. economy, it is interconnected in essential ways with many other industries," write the study's authors. "For example, the dietary supplement industry contributes to output (or spending) in other industries, such as retail and wholesale trade; real estate, rental and leasing; finance and insurance; professional, scientific, and technical services; and manufacturing." C

The dietary supplement industry's influence is expanding, with the entire industry growing at a rate that exceeds the rate of inflation. While health care providers are often given a "market basket" increase to account for medical and other inflation, usually between two and three percent, the dietary supplement industry is steadily growing at a rate greater than five percent per year. As the core sales of the dietary supplement industry grow, so too does its extended effects on the economy, providing sustainable jobs, manufacturing infrastructure, and health care benefits by way of prevention.

"The dietary supplement industry is a significant economic engine that powers businesses in communities in every state across the country," says Taylor. "And the fact that the industry has been growing steadily at a rate that exceeds inflation for more than 10 years, even in unstable economic times, bodes well for the future." D

Article 2

Found at: <http://www.fda.gov/Food/DietarySupplements/>

# Dietary Supplements

Page Last Updated: 12/18/2014

FDA regulates both finished dietary supplement products and dietary ingredients. FDA regulates dietary supplements under a different set of regulations than those covering "conventional" foods and drug products. Under the Dietary Supplement Health and Education Act of 1994 (DSHEA):

- Manufacturers and distributors of dietary supplements and dietary ingredients are prohibited from marketing products that are adulterated or misbranded. That means that these firms are responsible for evaluating the safety and labeling of their products before marketing to ensure that they meet all the requirements of DSHEA and FDA regulations. A
- FDA is responsible for taking action against any adulterated or misbranded dietary supplement product after it reaches the market.

This section provides detailed information about:

- **Q&A on Dietary Supplements**  
Frequently asked questions about dietary supplements, including definitions, labeling requirements, and regulatory roles and responsibilities.
- **Using Dietary Supplements**  
Tips for dietary supplement users, including older supplement users.
- **Report an Adverse Event**  
Learn how consumers, health care providers, and others can report a complaint, concern, or problem related to dietary supplements. Includes links to guidance for dietary supplement manufacturers, packers, and distributors.
- **New Dietary Ingredients Notification Process**  
Background information for industry, instructions for submitting premarket notifications, and links to relevant guidance and Federal Register documents.

## Ensuring the Safety and Accurate Labeling of Dietary Supplements

Although dietary supplement manufacturers must register their facilities with FDA,\* they are not required to get FDA approval before producing or selling dietary supplements. Manufacturers and distributors must make sure that all claims and information on the product label and in other labeling are truthful and not misleading. B

Under FDA regulations at 21 CFR part 111, all domestic and foreign companies that manufacture, package, label or hold dietary supplement, including those involved with testing, quality control, and dietary supplement distribution in the U.S., must comply with the Dietary Supplement Current Good Manufacturing Practices (CGMPs) for quality control.

In addition, the manufacturer, packer, or distributor whose name appears on the label of a dietary supplement marketed in the United States is required to submit to FDA all serious adverse event reports associated with use of the dietary supplement in the United States. C

FDA regulates dietary supplement labels and other labeling, such as package inserts and accompanying literature. The Federal Trade Commission (FTC) regulates dietary supplement advertising. D

Article 3

Found at: <http://adage.com/article/cmo-strategy/gatorade-s-g-force-leaves-sweat/243982/>

By [Natalie Zmuda](#). Published on September 10, 2013

Orlando's Lake Highland Prep is known to locals as an elite private school. To Gatorade, it's a "point of sweat."

As the country heads back to school, so does Gatorade's G Force, a hybrid field marketing and sales team that's rolled out to 13 markets throughout the Midwest and South. The aim is to put Gatorade products within arm's reach of athletes in colleges, gyms, athletic facilities and high schools like Lake Highland, where 27 of 200 graduating seniors last year signed to play college sports.

Courting these niche markets may seem picayune for a brand that commanded a 70% share of the total sports-drink market in 2012, according to Beverage Digest. But a brand so dominant in its category must find new outlets if it is to continue to grow.

"It's a key part of PepsiCo's strategy to move the portfolio toward high-growth spaces, positioning the product where it can win," said Andrea Fairchild, Gatorade's VP-global brand marketing. A

She declined to offer projections at this early stage of how much G Force can lift sales, but said, "We've found this individualized approach is more effective to communicating fueling needs."

But muscling into the hardcore workout world won't be easy. Bodybuilders are notoriously fickle when it comes to supplements and Gatorade's mass appeal might be a turnoff to true fitness junkies, experts say. B

In Orlando, Fla., a market Ad Age visited last fall to see G Force in action, Gatorade's penetration in high schools is up 58%, and it's acquired 90% more space in athletic facilities than it had prior to the program's launch, according to the company. Ms. Fairchild said those figures are being echoed throughout other G Force markets. And while it's not clear how many markets G Force could eventually be present in -- Ms. Fairchild said she doesn't necessarily imagine it will be expanded to every city across the country -- she was adamant that PepsiCo is committed to investing in the program for the long term. C

#### Key differentiator

Launched in spring 2012, G Force supplements Gatorade's traditional means of distribution to big-box, convenience and grocery stores. It's a key differentiator for Gatorade -- and key to promoting its three-year-old G Series.

"Those are sites and accounts which conventional sales forces don't often focus on," said John Sicher, editor and publisher of Beverage Digest. "Given the importance of Gatorade building brand preference when consumers are young, it's a smart move. [PepsiCo] needs to defend [market share] and find ways to grow and gain advantages for Gatorade."

The launch of G Series, a collection of beverages, chews and shakes organized into categories including prime, perform and recover, is one way Gatorade aims to leverage its huge lead in sports drinks into the booming sports-nutrition category. According to Euromonitor International, that category, which includes beverages, bars, shakes, powders and gels, has grown 63% since 2007, reaching \$4.7 billion in 2012. D

#### Long-term prospect

Jonas Feliciano, a beverage analyst, and Chris Schmidt, a consumer health analyst, both with Euromonitor, are skeptical Gatorade will be able to penetrate the "hard-core" bodybuilder or endurance athlete from a sport-nutrition perspective. But both agree Gatorade has an advantage with younger athletes, given mom's comfort level with the brand. E

"There tends to be quite a bit of brand loyalty among sport nutrition users, so [it's important] to hook them when they're young," noted Mr. Schmidt. That said, "it's hard to say what the return

on investment is. If they're really serious about getting into sport nutrition, [G Force] could help, but it's a long-term prospect." F

G Force is charged with educating athletes, coaches and trainers about the merits of fueling before, during and after workouts, while at the same time ensuring that key locations, from high schools to training facilities, have easy access to G Series products. G Force customers, including schools, are given preferred pricing on products. Alfie Brody, director-marketing for the athletic channel, wouldn't disclose specifics, but said the pricing varies based on the venue.

### Creating G Force

It's not unusual for beverage brands to invest in field marketing teams, though often they focus on sampling events and reaching a broad swath of consumers. Gatorade's hybrid team was modeled, in part, after the teams used by marketers like Nike to educate athletes on their products. Mr. Brody said Gatorade also closely studied PepsiCo's food-service field sales operation and field marketing teams, and in several cases, borrowed from their playbooks.

"We studied everything from how they design [key performance indicators], build territories and assign geographies, initiate and manage field relationships, to their use of technology and proprietary software," Mr. Brody said. "We replicated the rep-to-manager ratio, utilized similar marketing tools, including cars, home-office setup, activation tools, etc. and built a similar overall P&L and budget."

Thirty-two full-time G Force reps and regional managers blanket the markets, while two execs with G Force responsibilities -- Mary Doherty, senior director-experiential and athletic channel marketing and Mr. Brody -- are based at Gatorade's Chicago headquarters. Gatorade invests heavily in training and managing the G Force, whose members are not compensated based on sales. They spend time at the Gatorade Sports Science Institute, as well as Gatorade headquarters in Chicago as part of the "Gatorology" training program. They often have a background in sales or athletics -- Meg Yoder, the rep for Orlando, joined Gatorade from Adidas and is an avid runner -- though it's not a requirement. G

### On the ground

Anna Florzak, a former collegiate basketball star, was the G Force rep responsible for the Orlando market until November, when she took a job at the NBA. She started by educating coaches, and when invited, speaking to high school teams. At Lake Highland Prep, she gave a speech on nutrition, and with the blessing of Frank Prendergat, the high school's athletic director, became a fixture in the weight room, on hand to answer questions.

"I take pride in making sure athletic directors and fitness club owners can call me at any time, and I can provide them with what they need, whether it's a poster for education on the products or coming in to talk about nutrition," she said.

G Force also gives Gatorade an opportunity to test ideas and seed new products. At Lake Highland Prep, which Ad Age visited last fall, a prototype climate-controlled vending machine has been in test mode. The machine enables Gatorade to stock beverages at cooler temperatures and chews at warmer temperatures. In 2012, 50 units were tested exclusively in G Force markets, with plans now in place to launch another 300 to 400 machines.

The beverage industry does have formal "School Beverage Guidelines" in place that limit offerings in schools to lower-calorie options and smaller portion sizes. But Gatorade says its products fall outside those guidelines when provided to athletes by coaches and athletic trainers. Those guidelines don't address marketing in schools.

### Unexpected revenue stream

"G Force efforts focus on the sports nutrition needs of athletes only," said Mr. Brody. He added that products are only available during athletic activity, and any vending machines are equipped with timers allowing them to be used only during specified hours, ensuring compliance. A

The G Series approach has boosted sales and market share, according to Ms. Fairchild, without offering specifics -- the company doesn't break out the products separately.

According to IRI, sales of all Gatorade products were up slightly to \$4.3 billion in the 52-week period ending Aug. 11. I

Justin Cirillo, operations manager at the 360,000-square foot RDV SportsPlex in Orlando, called Gatorade's lineup of chews and shakes a "revenue stream we didn't expect." The center boasts ice rinks, basketball courts and tennis courts, in addition to being home to Orlando's Solar Bears hockey team and the Orlando Magic offices. "We're a health-conscious facility, so I like the fact we're getting into this," Mr. Cirillo said in October. "If a kid buys chews instead of a Snickers, that's great."

Justin Cirillo says kids are trading in energy drinks for Gatorade's G Series products. He said that within seven months, the G Series was proving so successful the products were added to RDV's concessions business. Now kids are trading in candy and energy drinks for G Series products, and Mr. Cirillo is working with his G Force rep to find new ways to market the product.

#### **Winning team**

At the high school level, Mr. Prendergast said one of the biggest problems coaches face is getting kids fed following a game or a workout. Without proper fueling -- and replacement of calories -- coaches found kids would lose weight and muscle mass as the season progressed. Football players who started out the season bench pressing 225 pounds wouldn't be able to bench 200 pounds six weeks into the season.

Now, coaches at Lake Highland Prep hand out Gatorade products before, during and after workouts. The results speak for themselves.. Lake Highland Prep had an incredibly successful year in sports, winning state championships in boy's wrestling, basketball and lacrosse. The girls' swim team was state runner up, and the girls' soccer team competed in the regional finals. "I'm sure the G Series helped with some of our success," Mr. Prendergast said.

Article 4

Found at: <http://www.forbes.com/sites/davidlariviere/2013/04/18/nutritional-supplements-flexing-their-muscles-as-growth-industry/>

# Nutritional Supplements Flexing Muscles As Growth Industry

4/18/2013 @ 7:09PM By: David Lariviere

One of the fastest growing industries in the world is the nutritional supplement group, or more broadly known as Vitamins, Minerals and Supplements, or VMS. Producing about \$32 billion in revenue for just nutritional supplements alone in 2012, it is projected to double that by topping \$60 billion in 2021 according to the Nutritional Business Journal. A

According to Partnership Capital Growth partner Brian Smith, a leading industry expert since 2000, the reason for the growth is it has gone mainstream. "Ten years ago, it was just the muscleheads and the weekend warriors. Now, it's the full spectrum with men and especially women," he said. B

One of the rising stars in the space is MusclePharm, started by former NFL player Brad Pyatt in 2008. "People see the need to stay healthy with the uncertainty of Medicaid and Medicare and so they were seeking alternative ways to do it," Pyatt said.

MusclePharm is the exclusive nutritional sponsor of the popular Ultimate Fighting Championship (UFC) series, which hits its key demographic of 18 to 40 years old. Unlike an established name brand like Herbalife, MusclePharm (OTC:MSLP) is available at big-box retailers such as Wal-Mart, Costco, GNC and Walgreen's.

MusclePharm's main competitors for shelf space at retailers are Optimum Nutrition and BSN (Bio-Engineered Supplements and Nutrition), both owned by Glanbia Nutritionals, an international nutritional ingredients group. Glanbia acquired Optimum in 2008 for \$315 million.

Iovate Health Sciences was also a big rival but ran into some regulatory issues that MusclePharm strives hard to avoid, employing a former assistant surgeon general and FDA director with more than 20 years of experience on its staff. C

"They do a great job of making sure their products are safe which bodes well for them going forward," Smith of San Francisco-based Partnership Capital Growth, or PCG, said. PCG is a leading investment bank focused exclusively on the healthy, active and sustainable living industry.

Smith added that MusclePharm has also cultivated customers by using social media effectively. "They have 300,000 followers on Facebook so they have developed personal relationships with their customers," he said. D

Currently listed on the OTC, MusclePharm has raised \$18 million in the last eight weeks and will be looking to upgrade its listing into either the Nasdaq or the New York Stock Exchange in the second quarter, depending on what's the best fit for the firm, according to Pyatt. The 32-year-old toiled briefly as a kick returner for the Indianapolis Colts before breaking his back.



Article 5

Found at: <http://spartandaily.com/110758/sports-drinks>

## Sports drinks: The truth about their effectiveness

By [Juan Reyes](#) Oct 16, 2013 2:22 pm

"Be Like Mike."

This was one of the most iconic slogans in the history of sport's marketing that popularized and helped expose the sports drink, Gatorade, but one may question whether it was just a gimmick or if the product works.

Most people would think it doesn't work, and having someone like Michael Jordan endorse it would only be for commercial purposes.

However, Izzie Brown, SJSU nutrition food science and packaging lecturer, said something such Gatorade would provide assistance, such as delaying fatigue during any vigorous physical activity.

"I think sports drinks have a place in training," she said. "Generally if an athlete has not had a meal recently before starting an exercise or if they're exercising for longer than 60 minutes, a sports drink is appropriate." A

Brown said other sports drinks, such as Powerade, also work. Eating a health bar with water, or drinking watered-down juices, will get the calories a body needs during a workout, which is something water alone doesn't do.

The body needs sugars and carbohydrates in order to fuel exercise because that's what the muscles preferably like to use, according to Brown.

In 2010, Gatorade introduced a new line of products they called the G-Series which was intended for use before, during and after exercise. B

According to a company fact sheet, "Gatorade Prime 01 is a pre-workout or pre-game fuel with 25 grams of carbohydrates in a small four-ounce pouch and it helps kick-start activity by making carbohydrate energy rapidly available to muscles."

Gatorade Perform 02 is essentially the same product they have been making for years and it's supposed to be sipped during longer periods of physical training or activity.

The final product is Gatorade Recover 03 and according to the fact sheet, "It's the first protein beverage formulated with the consistency of a thirst quencher that provides hydration and muscle recovery benefits after exercise." C

It sounds like another profitable marketing scheme for Gatorade, but Brown said that these pre and post game-enhancing products may in fact help with any specific calories, carbohydrates and sugars the body needs in order to keep performing at a high level.

"Athletes do have different needs depending on where they are relative to their exercise," she said.

"They need to have something in their bodies before exercise."

In order to keep energy stored and at a constant level, Brown said the G-Series can be a substitution for food if none is readily available. However, SJSU kinesiology instructor Daniel Murphy is skeptical about the new product and said it's not just Gatorade that likes to bring out new business tactics.

"Companies who traditionally only have one product have found (it) limits their revenue stream,"

Murphy said. "So what they do is start rebranding minor versions of these products, and Gatorade has been genius at this."

Murphy also said the company has done a good job at bringing in sports celebrities to promote the new product, but research still needs to be conducted to show the efficacy of the sports drink and if they actually enhance sports performance like Gatorade claims. D

However, he does agree with Brown and the fact that sports drinks offer what water doesn't have, but does admit that companies tend to oversell their benefits and undersell the drawbacks.

"One of the troubles we find in sports drinks (is) that the amount of sugar content often outweighs any of the health benefit that you might get from it," he said. "Research is fairly inconclusive on the effectiveness of sports drinks, almost all companies now, especially companies invested in sports related things often do their own market research." E

This means that companies such as Gatorade aren't actually doing scientific studies and can expose or hide what details they want in their commercials.

Amanda Tsukamoto, a junior at SJSU, is a firm believer of sports drinks and said it provides some kind of assistance for exercising.

"Drinks like Gatorade I think work," she said. "I know it has the electrolytes after you work out a lot, and I personally will drink Gatorade a lot during the summer because I work out all day. I don't feel a quick effect, but I know that it has a lasting effect as you go on."

Reuben Soto has been an SJSU facility worker for 19 years and said that Gatorade does have their propaganda side of the business, but is convinced that the sports drink does indeed help him during exercise or on a hot day, especially when he's had to work on a scorching roof.

"I think they work to a certain extent," he said. "I drink Gatorade a lot of the times when I'm working out and it does give me a little more rejuvenation, believe it or not. I really believe in the potassium intake when you drink Gatorade and that's about the only thing I drink."

- See more at: <http://spartandaily.com/110758/sports-drinks#sthash.aINzKD5S.dpuf>