
SPORT DRINKS

Do you really need that much sugar?

Let's Talk Sugar:

A single bottle of a typical sport drink contains roughly 130 calories.

In that same 130 calories lurk 34 grams of sugar!

That one bottle contains over half of all the added sugars than most people should consume in a whole day!

After all, the Dietary Guidelines for Americans advise people to keep their added sugar consumption to less than 50 grams per day.

For a single bottle of a sports drink to contain over half of the recommended amount is not great news for its nutrient profile. Plus, with only 2% or so of the daily value for potassium, and without another nutrient in sight, this drink is largely packed with empty calories.

Intended Uses:

Sport drinks are designed to be consumed during or after intense exercise that lasts for longer than one hour.

However, a recent survey revealed that “Half of the children surveyed claimed to drink sports drinks socially and most (80%) purchased them in local shops. The majority (90%) also claimed that taste was a factor and only 18% claimed to drink them because of the perceived performance enhancing effect.”

Kids appear to be drinking sport drinks for the wrong reasons, and this habit increases the risk of both obesity and dental issues.

