

# Why range Gatorade No Sugar?



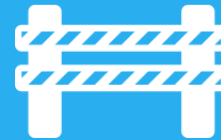
GLOBAL  
BRAND  
BACKED BY  
SCIENTIFIC  
RESEARCH

\*GATORADE IS A GLOBAL SPORTS DRINK BRAND DEVELOPED AND BACKED BY SCIENTIFIC RESEARCH AND PROVEN SINCE 1965



SUGAR IS A  
BARRIER TO  
PURCHASE

\*\*SUGAR IS THE 2<sup>ND</sup> BARRIER (AFTER PRICE) TO CONSUMERS PURCHASING SPORTS DRINKS



SAME  
ELECTROLYTES  
WITH NO  
SUGAR

GATORADE NO SUGAR DELIVERS ELECTROLYTES WITHOUT THE SUGAR TO PROVIDE CONSUMERS WITH MORE CHOICE



GLOBAL BRAND  
DRIVING  
INNOVATION  
AND GROWTH

GATORADE IS A GLOBAL BRAND OUTPERFORMING COMPETITORS AND AVAILABLE IN ZERO SUGAR TO OFFER CONSUMERS MORE CHOICE



**Asahi**  
LIFESTYLE BEVERAGES

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BEVERAGES