

# AIM

TO CREATE A SUGAR, COLOUR AND PRE-SERVATIVE FREE POWDERED SPORTS DRINK MADE WITH REAL FRUIT POWDER

**HawkinsWatts**  
Food Ingredient Specialists



THE NEW ZEALAND  
INSTITUTE OF FOOD SCIENCE  
& TECHNOLOGY INC



**futureintech**  
A career in technology, engineering and science

## TYPES OF SPORTS DRINKS

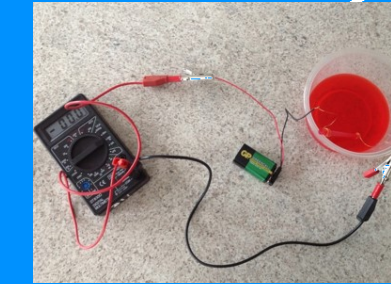
HYPOTONIC — LOWER LEVEL OF CARBOHYDRATES

ISOTONIC— SIMILAR LEVELS OF CARBOHYDRATES TO THE HUMAN BODY

HYPERTONIC - HIGHER LEVEL OF CARBOHYDRATES

Chosen Type

## MEASURING ELECTROLYTES

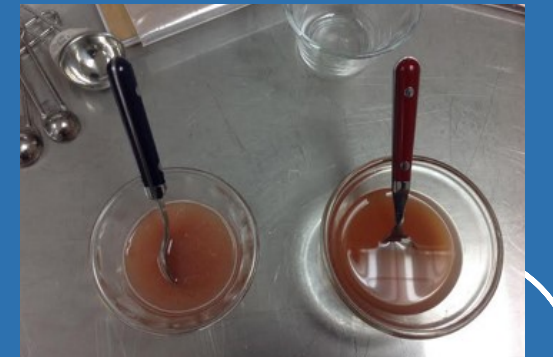
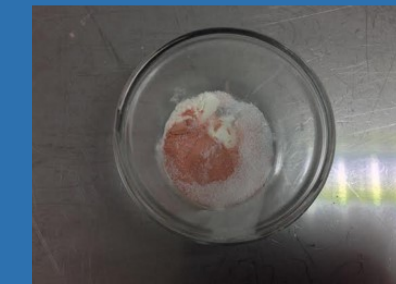


Electrolyte concentration is proportional to the conductance

PowerAde contains approx. 45 milligrams of each mineral



## TESTING FLAVOURS



Our favourites:  
Mango passionfruit and lemon  
&  
Lemon and sour lime



## TYPES OF SWEETENERS



Combination of Stevia and Erythritol to counter bitter taste



## MARKETING



Promoting with social media

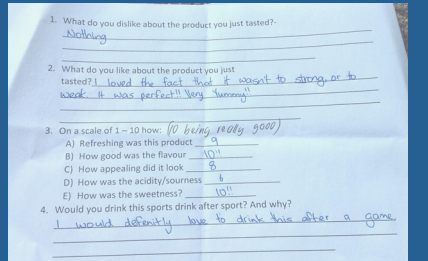
Using Epsom Athletes as Brand ambassadors



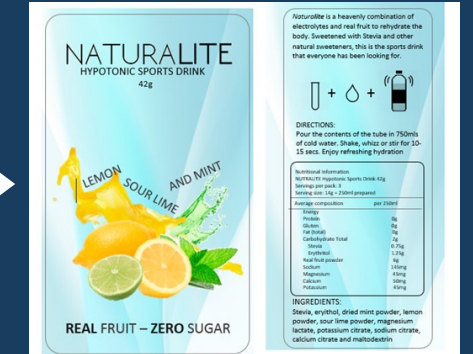
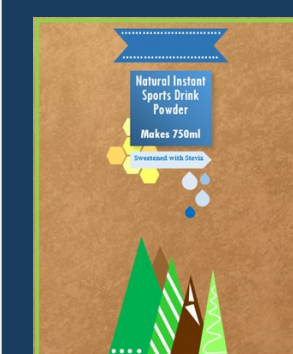
## TASTE TEST



Netball team who tried our drink & gave us feedback



## PACKAGING



# NATURALITE

## HYPOTONIC SPORTS DRINK