

GATORADE

SALES REP HANDBOOK



THANK YOU FOR YOUR SUPPORT AND COMMITMENT IN BRINGING GATORADE TO THE SIDELINES FOR YOUR CUSTOMERS. WE GREATLY VALUE YOUR PARTNERSHIP.

THIS HANDBOOK IS DESIGNED TO HELP PROVIDE TIPS FOR SELLING GATORADE PRODUCTS AND EQUIPMENT MORE EFFICIENTLY. WE ARE HERE TO SUPPORT YOUR GROWTH AS WE WIN TOGETHER.

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The Birth of A Brand

Gatorade was the result of an offhand question posed to Dr. Cade in 1965 by former University of Florida linebacker Dwayne Douglas: “Why don’t football players ever urinate during a game?” Cade and his team of researchers — Drs. Alejandro de Quesada, Jim Free, and Dana Shires — began investigating dehydration on the sports field, a topic on which no reliable data existed.

They soon designed and tested a drink that replaced the electrolytes lost through sweat during intense exercise. With the permission of the coaches, Cade’s team was allowed to test the drink on the freshman football team, which unexpectedly beat the upperclassmen in a practice session. Ray Graves, Florida’s head coach, immediately ordered up a large batch for his varsity squad, and in October of 1965, the Gators beat the LSU Tigers in an upset. Soon other teams wanted to know what the Gators were drinking on the sidelines. In 1967, the Gators, after a miserable first half, dominated Georgia Tech in the third and fourth quarters to win 27-12 in their first-ever Orange Bowl victory. After the game, Georgia Tech coach Bobby Dodd told Gator coach Ray Graves, “We didn’t have Gatorade. That made the difference.”



Source: <https://cademuseum.org/about/history>

FALL SALES STRATEGY

★ PRO TIP:

PLACE FALL ORDERS IN JULY TO DELIVER IN AUGUST



Football - Energy Chews for a pre-game/half-time carbohydrate energy source
- Protein Bars and Shakes for affordable post-game recovery



Soccer - Energy Chews for a pre-game/half-time carbohydrate energy source
- Protein Bars and Shakes for affordable post-game recovery



Volleyball - Energy Chews to snack on throughout matches as a carbohydrate energy source
- Protein Bars and Shakes for affordable post-match recovery



Cross Country - Energy Chews to snack on before a race as a light carbohydrate energy source
- Protein Bars and Shakes for affordable post-race recovery



Swimming & Diving - Energy Chews to snack on throughout meets as a light carbohydrate energy source
- Protein Bars to snack on throughout meets as a more filling option than the Chews



Golf - Powder sticks to add to water to replace electrolytes and carbohydrates
- Energy Chews to snack on throughout rounds as a carbohydrate energy source
- Protein Bars to snack on throughout rounds as a more filling option than the Chews



Tennis - Energy Chews to snack on throughout matches as a carbohydrate energy source
- Protein Bars and Shakes for affordable post-match recovery



WINTER SALES STRATEGY

★ PRO TIP:

PLACE WINTER ORDERS IN OCTOBER TO DELIVER IN NOVEMBER



Basketball - Energy Chews for a pre-game/half-time carbohydrate energy source
- Protein Bars and Shakes for affordable post-game recovery



Wrestling - Energy Chews to snack on post weigh-in as a light carbohydrate energy source
- Protein Bars to snack on throughout meets as a more filling option than the Chews



Gymnastics - Energy Chews to snack on throughout meets as a light carbohydrate energy source
- Protein Bars to snack on throughout meets as a more filling option than the Chews



Swimming & Diving - Energy Chews to snack on throughout meets as a light carbohydrate energy source
- Protein Bars to snack on throughout meets as a more filling option than the Chews



Dance/Cheer - Energy Chews to snack on throughout meets as a light carbohydrate energy source
- Protein Bars to snack on throughout meets as a more filling option than the Chews



SPRING SALES STRATEGY

★ PRO TIP:

PLACE SPRING ORDERS IN FEBRUARY TO DELIVER IN MARCH



Track & Field - Energy Chews to snack on throughout meets as a light carbohydrate energy source

- Protein Bars to snack on throughout meets as a more filling option than the Chews



Baseball/Softball - Energy Chews to snack on in the dugout as a light carbohydrate energy source

- Protein Bars to snack on during double headers as a more filling option than the Chews



Lacrosse - Energy Chews for a pre-game/half-time carbohydrate energy source

- Protein Bars and Shakes for affordable post-game recovery



Soccer - Energy Chews for a pre-game/half-time carbohydrate energy source

- Protein Bars and Shakes for affordable post-game recovery



Volleyball - Energy Chews to snack on throughout matches as a carbohydrate energy source

- Protein Bars and Shakes for affordable post-match recovery



Water Polo - Energy Chews for a pre-game/half-time carbohydrate energy source

- Protein Bars and Shakes for affordable post-game recovery



Tennis - Energy Chews to snack on throughout matches as a carbohydrate energy source

- Protein Bars and Shakes for affordable post-match recovery



SUMMER SALES STRATEGY

★ **PRO TIP:**

PLACE SUMMER WORKOUT ORDERS IN MAY TO DELIVER IN JUNE

- Athletes need to maintain calorie intake throughout the day and not skip meals during their busy summer schedules
- Some athletes skip breakfast before early morning workouts. The Energy Chews provide carbohydrates to help give them energy
- Encourage Coaches to purchase powder sticks for individual athlete hydration during hot summer workouts when Gatorade coolers aren't available
- Some athletes may have back-to-back practices without eating in-between. Protein Bars can help athletes get in calories on-the-go
- Discuss Gatorade High School Performance Packages with Coaches in June to use up remaining dollars before budgets reset July 1st



OVERCOMING BUDGET CONSTRAINTS

Use the checklist below for Coaches who want Gatorade products / equipment for their athletes, but don't have budget

- ❑ Athletes purchase individual Bars / Shakes / Chews from Coach
 - Sell at \$1 to recoup costs
 - Sell at \$2 to make profit

- ❑ Athletes purchase entire cases of Bars / Shakes / Chews from Coach
 - Sell at \$10 to recoup costs
 - Sell at \$20 to make profit

- ❑ Coach builds a nutrition fee into the athletic fee
 - Fee athlete pays at the start of the season
 - Amount varies based on how much product Coach wants to provide

- ❑ Booster Club funds High School Performance Package for team

- ❑ Parent funds High School Performance Package for team

- ❑ Top performers at practices are provided with a protein Bar / Shake
 - Competitive culture is elevated for only a few dollars per day



SCHOOLS WITH COMPETITIVE CONTRACTS

★ **PRO TIP:**

START WITH A SMALLER ORDER. SCHOOLS OFTEN REPURCHASE GIVEN THE VALUE AND PRODUCT POPULARITY

- Understand from school what their current contract covers and doesn't cover
 - For example, if the contract only covers beverages, you can sell-in Energy Chews / Protein Bars / Protein Powders
 - Remind the customer we do not want to cause problems under their current contract and only sell them “non-competing products”

- Understand what snacks are currently offered to athletes
 - Highlight the importance of product and flavor variety for athletes that is offered in the Gatorade High School Performance Packages

- For High Schools: Our Performance Packages are significantly subsidized and provide more value than any competitor offerings
 - Key Selling Point: Gatorade High School Performance Packages are significantly subsidized for high schools and provide more value than any competitor offerings



SELLING INDIVIDUAL CASES

★ **PRO TIP:**

SET-UP RECURRING SHIPMENTS FOR CUSTOMERS WITH LIMITED STORAGE

- Determine which products are appropriate based on athlete needs
 - Hydration
 - Energy
 - Recovery

- Help Coach calculate how many cases needed
 - Number of athletes multiplied by number of games / workouts
 - Divide by number of units per case

- Provide an official quote

- Encourage product and flavor variety for athletes





2025 GATORADE HIGH SCHOOL PERFORMANCE PACKAGES

Thank you for being a part of the Gatorade Performance Partner community. We know how dedicated you are to getting the most out of your athletes, and we're here to help you along the way. Visit [GatoradePerformancePartner.com](https://www.gatoradepartners.com) for tools and resources to help your athletes perform at their best.



SIDELINE ESSENTIALS

RETAIL VALUE ~~\$1,625~~
\$325

PREMIUM PERFORMANCE PACKAGE

- (1) Case of Gatorade® Thirst Quencher Powder (32 - 2.5 gallon bags)
 - OR** (3) Cases of Gatorade® Thirst Quencher Powder Sticks (240 - 20oz. sticks)
 - OR** (2) Cases of Gatorlyte® Powder Sticks (96 - 20oz. sticks)
-
- (6) Cases of Gatorade® Chews (96 servings)
-
- (8) Cases of Gatorade® Protein Bars (96 servings)
 - OR** (8) Cases of 11 oz. Muscle Milk® Genuine Protein Shakes (96 servings)

CHOOSE THREE PREMIUMS (Repeat options accepted)

- (1) 6 Gallon Cooler*
- (1) 9 Gallon Cooler*
- (1) 60 Quart Ice Chest on Wheels*
- (10) Gatorade® Towels
- (24) Gatorade® Squeeze Bottles
- (4) Gatorade® Squeeze Bottle Carriers
- (1) Case of 7 oz. Cups (2,000/case)

*Limit 2 coolers per kit

Choose flavor preference and premiums on reverse.



FUELING ON THE GO

RETAIL VALUE ~~\$1,031~~
\$195

CHOOSE TWO OF THE BELOW OPTIONS

- OPTION #1 – (3) Cases of Gatorade® Thirst Quencher Powder Sticks (240 - 20oz. sticks)*
- OR** (2) Cases of Gatorlyte® Powder Sticks (96 - 20oz. sticks)*
- * (24) Gatorade® Squeeze Bottles included with either powder selection
- OPTION #2 – (8) Cases of Gatorade® Chews (128 servings)
- OPTION #3 – (10) Cases of Gatorade® Protein Bars (120 servings)
- OPTION #4 – (10) Cases of 11 oz. Muscle Milk® Genuine Protein Shakes (120 servings)
- OR** (10) Additional cases of Gatorade® Protein Bars (120 servings)

*Fueling On The Go must consist of two different options. Choose flavor preference on reverse.



REFUEL & RESTORE

RETAIL VALUE ~~\$408~~
\$95

IDEAL FOR HYDRATION REPLENISHMENT

- (1) Case of Gatorade® Thirst Quencher Powder (32 - 2.5 gallon bags)
 - OR** (3) Cases of Gatorade® Thirst Quencher Powder Sticks (240 - 20oz. sticks)
 - OR** (2) Cases of Gatorlyte® Powder Sticks (96 - 20oz. sticks)
-
- Choose one option below:
 - (1) Case of 7 oz. Cups (2,000 cups/case)
 - OR** (24) Gatorade® Squeeze Bottles

Choose flavor preference on reverse.

You fuel them. We fuel you.
AND TOGETHER, WE FUEL GREATNESS.

FOLLOW US FOR THE LATEST UPDATES
X @GPPartner | /GPerformancePartner
| /@GatoradePerformancePartner
| /@GPPartner

BENEFITS

to your High School

Upgrade old hydration equipment for up to **80%** off retail

Order direct to your school with **no additional costs**

Provide backed-by-science sports nutrition to your athletes for **optimal athletic performance**

Activate fundraising for athletic programs



- Each school can order up to **15 kits per year**
- **Fueling On The Go**
 - Selling each product for **\$1 = \$50** profit per kit
 - Selling each product for **\$2 = \$300** profit per kit
- **Refuel and Restore Package** - Athlete Squeeze Bottle
 - Each athlete gets their own squeeze bottle and box of 10 powder sticks for only **\$3.95** per athlete



FOLLOW US FOR THE LATEST UPDATES

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in @GatoradePerformancePartner

@GPPartner

SELLING IN HIGH SCHOOL PERFORMANCE PACKAGES

★ **PRO TIP:**

ENCOURAGE CUSTOMERS TO PRE-ORDER PERFORMANCE PACKAGES FOR UPCOMING SEASONS

- Packages are significantly subsidized and the best value to fuel high school athletes
- Packages include free shipping
- Packages can ONLY be shipped to high schools
- Each high school is limited to 15 packages per calendar year
- Packages typically arrive within 7-10 business days
- You will receive an email with tracking information when the order is shipped

For questions you cannot answer have customers email:

GatoradeGForcePartner@pepsico.com.





THE HYDRATION PORTFOLIO



HYDRATION SOLUTIONS FOR EVERY OCCASION



HYDRATION Lighter/Less Intense Activity (<60min)				HYDRATION + FUEL Higher Intensity/Longer Duration (>60min)											
0 CARBS (G)*	0 CALORIES*	0 CARBS (G)*	0 CALORIES*	2 CARBS (G)*	8 CALORIES*	2 CARBS (G)*	6 CALORIES*	5 CARBS (G)*	18 CALORIES*	8 CARBS (G)*	30 CALORIES*	22 CARBS (G)*	80 CALORIES*	22 CARBS (G)*	90 CALORIES*
30 SODIUM (MG)*	0 POTASSIUM (MG)*	160 SODIUM (MG)*	45 POTASSIUM (MG)*	163 SODIUM (MG)*	43 POTASSIUM (MG)*	294 SODIUM (MG)*	210 POTASSIUM (MG)*	180 SODIUM (MG)*	60 POTASSIUM (MG)*	294 SODIUM (MG)*	210 POTASSIUM (MG)*	160 SODIUM (MG)*	50 POTASSIUM (MG)*	310 SODIUM (MG)*	140 POTASSIUM (MG)*
PURPOSE		PURPOSE		PURPOSE		PURPOSE		PURPOSE		PURPOSE		PURPOSE		PURPOSE	
<ul style="list-style-type: none"> ▶ Unflavored water for all athletes on and off the field ▶ Electrolyte infused for great taste ▶ Alkaline (pH of 7.5 or higher) ▶ Filtered with a 7-step enhanced filtration process 		<ul style="list-style-type: none"> ▶ Ideal for shorter-duration training that is low-to-moderate in intensity ▶ Consume with an alternate source of carbohydrate if using during longer-duration activity ▶ Helps maintain fluid balance ▶ Electrolytes to help replace what you lose in sweat 		<ul style="list-style-type: none"> ▶ For the active consumer looking for vitamin packed hydration ▶ Contains no added sugar, artificial flavors or sweeteners and no added colors ▶ Delivers 100% of the daily value of vitamins A/C/B3/B5/B6 as well as electrolytes from watermelon & sea salt 		<ul style="list-style-type: none"> ▶ Zero sugar rehydration ▶ Scientifically formulated for rapid rehydration and has a 5-electrolyte blend to help quickly replace fluids and electrolytes lost in sweat 		<ul style="list-style-type: none"> ▶ Specifically created to be an all day, always on hydration solution ▶ Developed with an advanced blend of electrolytes from watermelon and sea salt ▶ Contains essential vitamins A, B3, B5, B6, C ▶ Lower sugar, calories and sodium ▶ NO artificial sweeteners, flavors or added colors 		<ul style="list-style-type: none"> ▶ Scientifically formulated for rapid rehydration and has a 5-electrolyte blend to help quickly replace fluids and electrolytes lost in sweat ▶ Contains lower sugar (60% lower than leading sports drink) and no artificial sweeteners or flavors 		<ul style="list-style-type: none"> ▶ Ideal for longer-duration, moderate/high-intensity training/competition ▶ Carbs to fuel working muscles ▶ Electrolytes to help replace what you lose in sweat 		<ul style="list-style-type: none"> ▶ Hydrates & fuels during longer-duration activity ▶ Supports replacement of significant electrolyte loss that occurs during prolonged events (1.5-2+ hours) ▶ Refuels with a 2:1 blend of glucose to fructose to reduce the risk of GI distress at higher intake levels 	

GTD / G ZERO: Gatorade products meet (2007) ACSM fluid replacement beverage guidelines for potassium (2-5 mEq/L), sodium (20-30 mEq/L).
 G ENDURANCE FORMULA: The Gatorade Endurance Formula (EF) is designed to meet the additional electrolyte losses associated with endurance events and to support carbohydrate intake up to 90 g/h for events lasting >2.5 hours.
 *May vary slightly by flavor.



*12-oz serving size

<https://performancepartner.gatorade.com/resources/resource/hydration-continuum>



THE PROTEIN PORTFOLIO



PROTEIN SOLUTIONS FOR ANY OCCASION

							
EVOLVE[®] Plant-Based Shake	GATORADE[®] Protein Bar	GATORADE[®] Protein Shake	GATORADE[®] Nutrition Shake	MUSCLE MILK[®] Zero Shake	MUSCLE MILK[®] Plant Shake	MUSCLE MILK[®] Genuine Shake	MUSCLE MILK[®] Pro Shake
20 16 PROTEIN (G) [*] CARBS (G) [*]	20 41 PROTEIN (G) [*] CARBS (G) [*]	20 47 PROTEIN (G) [*] CARBS (G) [*]	20 54 PROTEIN (G) [*] CARBS (G) [*]	20 7 PROTEIN (G) [*] CARBS (G) [*]	25 8 PROTEIN (G) [*] CARBS (G) [*]	25 9 PROTEIN (G) [*] CARBS (G) [*]	32 8 PROTEIN (G) [*] CARBS (G) [*]
4 140 SUGAR (G) [*] CALORIES [*]	29 360 SUGAR (G) [*] CALORIES [*]	20 280 SUGAR (G) [*] CALORIES [*]	34 360 SUGAR (G) [*] CALORIES [*]	0 100 SUGAR (G) [*] CALORIES [*]	4 180 SUGAR (G) [*] CALORIES [*]	0 160 SUGAR (G) [*] CALORIES [*]	1 170 SUGAR (G) [*] CALORIES [*]
11 fl oz serving size	1 bar serving size	11.16 fl oz serving size	11 fl oz serving size	11 fl oz serving size	11 fl oz serving size	11 fl oz serving size	11 fl oz serving size
PURPOSE <ul style="list-style-type: none"> Supports daily protein needs with plant-based protein Non-GMO Project Verified Good source of B12, Calcium, Iron & Zinc 	PURPOSE <ul style="list-style-type: none"> Protein to support muscle recovery and carbohydrates to replenish glycogen Good source of Calcium 	PURPOSE <ul style="list-style-type: none"> Protein to support muscle recovery and carbohydrates to replenish glycogen Good source of Calcium 	PURPOSE <ul style="list-style-type: none"> Designed to help athletes meet daily calorie needs while delivering a blend of protein, carbs, and 15 vitamins and minerals Helps refuel and rebuild muscle, supporting ongoing recovery throughout the day 	PURPOSE <ul style="list-style-type: none"> Supports daily protein needs Good source of Calcium and Vitamins A, C & D 	PURPOSE <ul style="list-style-type: none"> Complete protein blend from plant protein and all 9 essential amino acids to help rebuild muscles after exercise Excellent source of Vitamin B12 Good source of Iron 	PURPOSE <ul style="list-style-type: none"> High-quality protein derived from milk to help rebuild muscle after exercise Good source of Calcium and Vitamins A, C & D 	PURPOSE <ul style="list-style-type: none"> Helps rebuild muscles after intense physical activity Higher protein option for athletes with greater needs post-training Good source of 16 Vitamins and Minerals

BACKED BY SCIENCE

PROTEIN: Gatorade and MM products with varying protein amounts are designed to provide bodyweight specific options (0.25-0.3 g/kg) for athlete recovery needs.
CARBOHYDRATE: Small amounts of carbohydrate in a recovery beverage, in combination with a carbohydrate rich diet, support glycogen replenishment post training and competition.
*May vary slightly by flavor.



<https://performancepartner.gatorade.com/resources/resource/protein-portfolio>



WEIGHT AND HYDRATION CHART

ATHLETE WEIGHT & HYDRATION CHART

Date	1		2		3		4		5		6		7		8		9		10	
Practice Time																				
Humidity Level/Temperature																				
Athlete Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
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HYDRATION MATTERS

PROPER HYDRATION MAY HELP LESSEN:

- Heat exhaustion/heat stroke
- Mental/Physical fatigue – which can lead to poor performance
- Muscle cramping

STAYING HYDRATED – DRINKING THE RIGHT FLUIDS

Sports drinks like Gatorade® Thirst Quencher, have electrolytes and carbohydrates that aren't in plain water.

- Drinking fluids helps hydrate and keep your body cool
- Replacing electrolytes you lose in sweat helps with muscle contraction
- Replenishing carbohydrates fuels your muscles

HOW CAN YOU TELL IF YOU'RE PROPERLY HYDRATED?

Watch your urine. The easiest way to determine if you're properly hydrated is by assessing its color.

Check it against the scale below.

If you've gained weight during a practice or game, you're likely drinking too much. Being overhydrated can be just as harmful as being dehydrated.



NICE WORK
YOU'RE WELL HYDRATED.
Replenish electrolytes and carbohydrates with Gatorade® Thirst Quencher.



NO GOOD
YOU NEED MORE FLUIDS.
Rehydrate with Gatorade® Thirst Quencher.

COMMON SIGNS OF DEHYDRATION

If you experience any of these sensations during activity, talk to your coach or athletic trainer immediately.

- Feeling Lightheaded
- Nausea
- Weakness
- Muscle Cramping
- Fatigue
- Extreme Thirst



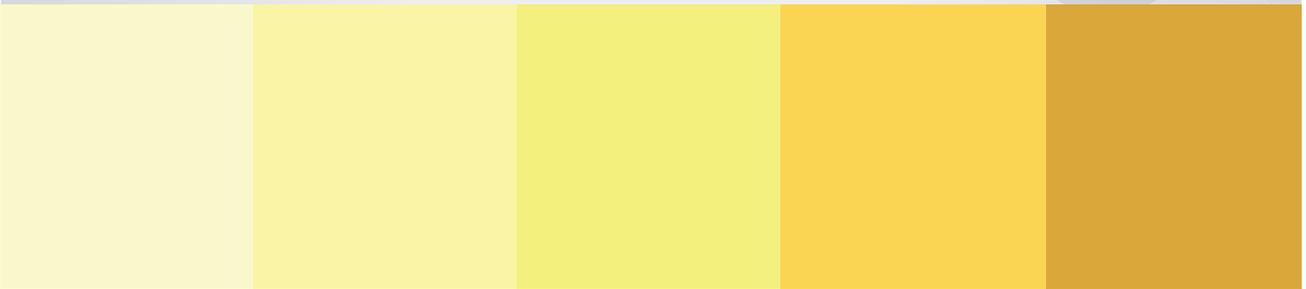
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HYDRATION COLOR SCALE

STAY HYDRATED. STAY IN THE GAME.

CHECK YOUR HYDRATION BY CHECKING YOUR
URINE COLOR AGAINST THE CHART BELOW.



If your urine is pale yellow, that's a sign of proper hydration. If it's dark, you need more fluids.

Why does hydration matter? It's simple: When athletes sweat, they lose fluids and electrolytes, which can lead to dehydration. Dehydration can negatively affect performance.

TRAINING MEALS

ATHLETES PLATE – EASY TRAINING DAY



THE ATHLETE'S PLATE EASY TRAINING DAY

Lower intensity workout, tapering, weight loss, or sports requiring less calorie expenditure.

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GRAINS + CARBS 25%

- Pasta
- Rice
- Potatoes
- Cereals
- Breads
- Legumes

LEAN PROTEIN 25%

- Poultry
- Beef/Game/Lamb
- Fish
- Eggs
- Low-Fat Dairy
- Soy (e.g. Tofu, Tempeh)
- Legumes/Nuts*

FRUITS + VEGETABLES 50%

- Fresh Fruit
- Raw Vegetables
- Cooked Vegetables

FATS

- Avocado
- Oils
- Nuts
- Seeds
- Cheese
- Butter



HYDRATION

- Water
- Dairy/Non-Dairy Beverages
- Diluted Juice
- Flavored Beverages (Low/Zero Calorie)
- Coffee/Tea

FLAVORS

- Salt/Pepper
- Herbs
- Spices
- Vinegar
- Salsa
- Mustard
- Ketchup

* Please be advised that legumes and nuts are not complete sources of protein when consumed on their own. In order to obtain the protein benefits of these items, they should be paired with some type of grain.
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<https://performancepartner.gatorade.com/resources/resource/athletes-plate-easy-training-day>

TRAINING MEALS

ATHLETES PLATE – MODERATE TRAINING DAY



THE ATHLETE'S PLATE MODERATE TRAINING DAY

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THE SPORTS FUEL COMPANY

Longer duration, moderate intensity practice/training or two practices – one technical focused and one endurance focused.

Baseline – can be adjusted to easy or hard based on the athlete's training.

GRAINS + CARBS 35%

- Pasta
- Rice
- Potatoes
- Cereals
- Breads
- Legumes

LEAN PROTEIN 25%

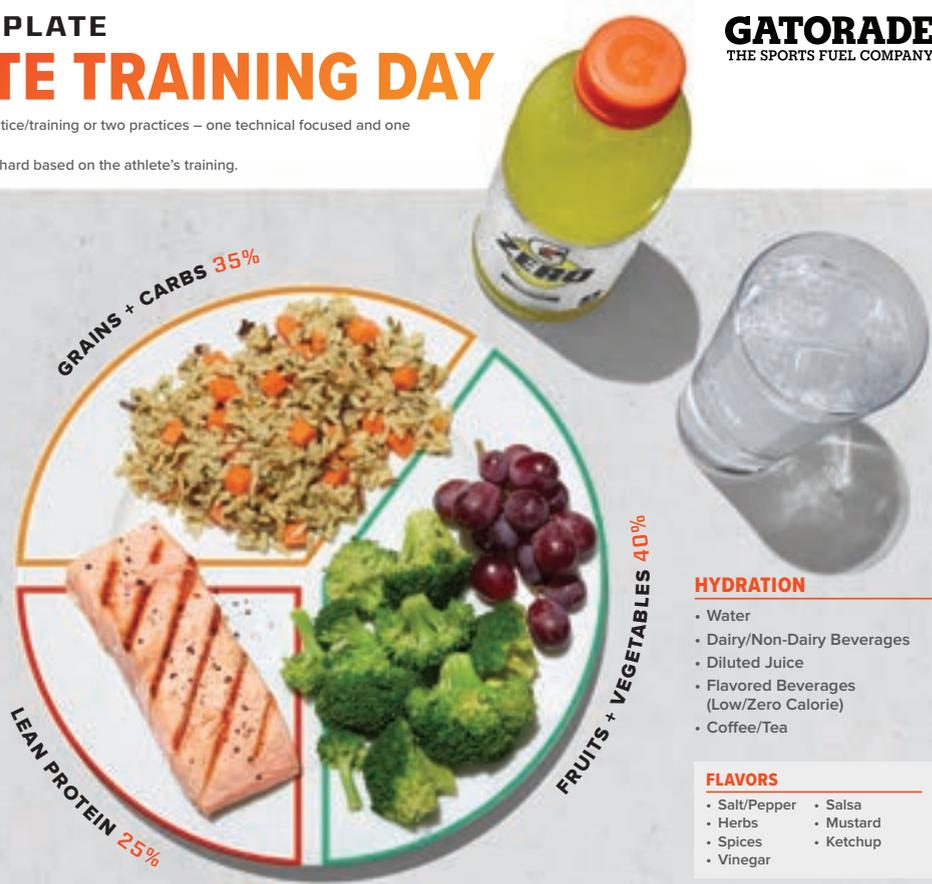
- Poultry
- Beef/Game/Lamb
- Fish
- Eggs
- Low-Fat Dairy
- Soy (e.g. Tofu, Tempeh)
- Legumes/Nuts*

FRUITS + VEGETABLES 40%

- Fresh Fruit
- Canned Fruit
- Dried Fruit
- Raw Vegetables
- Cooked Vegetables

FATS

- Avocado
- Oils
- Nuts
- Seeds
- Cheese
- Butter



HYDRATION

- Water
- Dairy/Non-Dairy Beverages
- Diluted Juice
- Flavored Beverages (Low/Zero Calorie)
- Coffee/Tea

FLAVORS

- Salt/Pepper
- Herbs
- Spices
- Vinegar
- Salsa
- Mustard
- Ketchup

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<https://performancepartner.gatorade.com/resources/resource/athletes-plate-moderate-training-day>

TRAINING MEALS

ATHLETES PLATE – HARD TRAINING DAY



THE ATHLETE'S PLATE HARD TRAINING DAY

Two-a-day high intensity practice/training or competition day.

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GRAINS + CARBS 50%

- Pasta
- Rice
- Potatoes
- Cereals
- Breads

LEAN PROTEIN 25%

- Poultry
- Beef/Game/Lamb
- Fish
- Eggs
- Low-Fat Dairy
- Soy (e.g. Tofu, Tempeh)
- Legumes/Nuts*

FRUITS + VEGETABLES 25%

- Fresh Fruit
- Canned Fruit
- Dried Fruit
- Raw Vegetables
- Cooked Vegetables

FATS

- Avocado
- Oils
- Nuts
- Seeds
- Cheese
- Butter



HYDRATION

- Water
- Dairy/Non-Dairy Beverages
- Diluted Juice
- Flavored Beverages (Low/Zero Calorie)
- Coffee/Tea

FLAVORS

- Salt/Pepper
- Herbs
- Spices
- Vinegar
- Salsa
- Mustard
- Ketchup

* Please be advised that legumes and nuts are not complete sources of protein when consumed on their own. In order to obtain the protein benefits of these items, they should be paired with some type of grain.
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<https://performancepartner.gatorade.com/resources/resource/athletes-plate-hard-training-day>



SPORTS NUTRITION 101

Sports Nutrition 101: Fueling & Hydrating The Athlete

Amy Goodson, MS, RD, CSSD, LD, SPORTS DIETITIAN

Sports nutrition can be the key to fueling your athlete's success.

PRE-WORKOUT

- Eat meals 3-4 hours before a workout. Aim for meals that are high in carbohydrate, moderate in protein and low in fat and fiber
- Examples of pre-workout meals based on workout times:



- **EARLY MORNING TRAINING:** Energy bar and a banana or a baggie of dry cereal, granola, and a few nuts or shake with fruit and low-fat milk



- **MID-MORNING TRAINING:** 1 ½ cups oatmeal w/ 1 spoon peanut butter mixed in, 1 fruit, 12 oz low-fat milk mixed with 1 scoop whey powder



- **AFTERNOON TRAINING:** Thick wheat bread sandwich w/ 3-5 oz turkey or ham, cheese, lettuce, tomato, mustard, 1 cup cold pasta or fruit, small energy bar

• SNACK APPROXIMATELY 30 MINUTES BEFORE WORKOUT

- High carbohydrate, low protein



- **EXAMPLES:** energy bar, granola bar, fruit, small fruit smoothie

DURING-WORKOUT

- **WHEN WORKING OUT FOR AN HOUR OR LONGER,** athletes should consume 30-60 g of carbohydrate per hour to keep energy levels up

- High carbohydrate, low to no protein, no fat



- **EXAMPLES:** Gatorade, small energy bar, small chewy granola bar, fruit, crackers

POST-WORKOUT

• RECOMMEND ATHLETES EAT AS SOON AS THEY CAN POST-WORKOUT

- Eat a snack shortly after exercise and then a full meal within 2 hours

• POST-WORKOUT SNACK IDEAS:



- Gatorade Recover Bar

- 1 cup fruit yogurt w/ granola

- Smoothie: 1-2 cups low-fat milk, fruit, and 1 scoop whey protein powder

- Trail mix w/ 1 cup cereal, 1 cup granola, small amount of nuts

• MEAL 1-2 HOURS POST-WORKOUT IDEAS:



- 2 egg/ 2 egg-white omelet with low-fat cheese, veggies if you like, and ½ cup chopped lean ham, 2 whole-wheat waffles with low-fat butter and drizzle syrup



- 12" sub sandwich on wheat or honey oat w/ veggies, lean meat and cheese, baked chips and fruit



- 5 oz grilled chicken breast, 2 cups pasta w/ marinara sauce, 1 cup green veggie, 1 wheat roll, 1 piece fruit



- 1 grilled chicken sandwich, 1 bag Baked Lay's, energy bar and fruit



- 1 whole wheat bagel w/ 3 oz lean ham and Swiss cheese, 1 cup cold pasta salad, energy bar

COACHES PROTEIN CALCULATOR

A GUIDE FOR COACHES ON HOW MANY CASES* OF PROTEIN THEY NEED TO ORDER

1. How many athletes will need post-workout protein?

_____athletes

2. How many days per week are your athletes training?

_____days

3. How many weeks long with this session last?

_____weeks

Calculations: # cases of protein =
 $(1 \times 2 \times 3) / 12$



**Muscle Milk Shakes and Gatorade Protein Bars are 12 units/case*



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