



Sizes: 1L, 700ML and 20Oz

Gatorade Water

Concept

Today there is no true unflavored solution for Active people – there are 140MM Active people, but 30MM aren't participating in the category. Gatorade is the most credentialed brand with the Active community, making this the first true wellness solution for Active people off the field and outside of the gym.



Electrolyte Infused – Blend Developed by G
Alkaline

7 Steps – Enhanced Filtration

92%

Rate 'From a Brand I Trust' as a top attribute

7.5

Taste Liking vs. 7.0-7.1 for category leaders

Top
Tier

Anticipated Trial + Repeat (BASES)