

HPSNZ Winter Sports Drink

Snow based and athletes competing the cold winter environment can expend as much energy and have fluid losses similar to any summer athlete. To date there has not been a sports drink specifically formulated to aid these athlete that will assist them maintaining their hydration status, energy intake and blood glucose levels in cold and alpine environments. A performance focused sports drink, containing unique New Zealand flavours, was designed and developed with consideration for the survival of the flavour components and nutrients with the addition of hot water specifically for Kiwi winter athletes to support performance when competing in sub-zero temperatures for the Winter Olympics. This session will discuss the unique needs and challenges faced in developing an environmentally specific sports drink.

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