

NUTRITION FACT SHEET

JUICE REVOLUTION SPORT RANGE



IGNITE Sport-Active

DURING-WORKOUT // 100% NATURAL FRUIT JUICE BLEND

INTRODUCTION // Juice Revolution's new sports range is the first cold-pressed raw fruit and vegetable juice drink scientifically designed for sports people in South Africa. In response to demand from the sports community, founder Fiona Stander in collaboration with established registered dietitian Cara Humphrey Kruger (BSc Dietetic, Sports Nutrition) developed five drinks that provide pre-, post- and during- workout nutrition for athletes and sports enthusiasts.

INGREDIENTS // Coconut water, Grape, Lime. No preservatives, flavourants or colourants, no allergens.

PRODUCT FEATURES // Designed specifically to consume during workouts or competitive events, **IGNITE Sport-Active** combines the beneficial components of coconut water and grape juice with the zesty taste of lime to deliver a delicious workout beverage rich in whole food carbohydrates and electrolytes.

THE RESEARCH // Studies has shown that replacement of carbohydrate and maintenance of hydration during extended exercise can benefit sports performance, both through effects on the muscle (reducing/delaying the decline in exercise intensity with time) and the brain/central nervous system (reducing/delaying the decline in concentration and mental skills, as well as reducing/delaying the decline in pacing strategies with time).

QUALITY ASSURANCE // **IGNITE Sport-Active** is a 100% natural, cold pressed fruit juice blend made from coconut water and locally sourced grapes and limes. All fruits are pre-washed in ozonated water - an environmentally friendly method considered most effective in removing harmful food pathogens. The juice is gently pressed out using a state of the art hydraulic cold press juicer with advanced technology that presses the portions of fruit no less than three times, ensuring the highest possible levels of nutrients are extracted. Lastly it is filtered and then blast frozen, locking in all the goodness until you're ready to enjoy Mother Nature's wholesome bounty.





ACTIVE INGREDIENTS

COCONUT WATER // A natural source of carbohydrate and electrolytes, specifically coconut water provides sugar, electrolytes such as potassium, sodium and chloride and numerous important nutrients like vitamin B and C. The low acidity of coconut water combined with well-balanced sugar content and isotonic mineral composition makes it extremely effective at promoting rehydration after one hour of dehydrating exercise.

GRAPE JUICE // Studies show that grape juice intake improves the regulation of blood sugar, antioxidant capacity, and microvascular function, which may be due to its high concentration of polyphenols. With the highest glucose content of all fruits, grape juice is an excellent of carbohydrate for re-fuelling during extended exercise

Recommended use	340ml	500ml
During workout	Consume 1 serving per 30-40mins of medium to high intensity exercise or events lasting 1 hour or longer	Consume 1 serving per hour of medium to high intensity exercise or events lasting 1 hour or longer
It is important to listen to your body, i.e. follow a drink to thirst philosophy and don't overconsume fluids. Research shows that fluid intake is enhanced when beverages are cool, flavoured and contains some sodium. This combination of nutrients seems to encourage better fluid intake than drinking plain water alone. This makes beverages providing between 4-8% carbohydrates with some sodium an ideal choice that allows re-fuelling to take place during exercise		

Nutritional information			
Typical Nutritional Information	Per 100ml	Per serving 340ml	Per serving 500ml
Energy (Kj)	151.7	515.9	758.7
Protein (g)	0.8	2.6	3.8
Carbohydrate (g)	8.7	29.6	43.5
as sugars (g)	6.7	22.8	33.5
Total fat (g)	0.2	0.7	1.0
Dietary fibre** (g)	0.0	0.1	0.1
Total sodium (mg)	77.4	263.1	386.9
Potassium (mg)	247.5	841.4	1237.3
Magnesium (mg)	20.9	70.9	104.3

** Method of Analysis - AOAC -991.43

PRODUCT BENEFITS SUMMARY

- **Hydrates:** Provides fluids (water) which are essential for optimum hydration during intensity training or competitive events lasting longer than 1 hour or more
- **Minimises fatigue:** Contain an 8% carbohydrate solution that assists with the maintenance of consistent exercise effort and minimises fatigue during prolonged training or competitive events
- **Thirst management:** Contains electrolytes which help stimulate thirst during prolonged exercise

The Juice Revolution Sports Range is a product of the Juice Revolution Company; the full range consists of: **BEET IT Sport-Prep, IGNITE Sport-Active, RELOADED Sport-Recovery, LEVEL UP Sport-Recovery and MUSCLE MEMORY Sport-Recovery.**

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