

beverage aisle

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Category Roundup, Sports and Energy Drinks

Baby, they're ready to go

A comprehensive guide to who's who in sports and energy drinks.

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Sports and energy drinks appeal to active individuals of all ages. And while many try to emulate the winning formula of innovation and ingredients, Gatorade and Red Bull remain at the top of their respective games.

The burgeoning energy drink category has seen tremendous growth over the past year, with new products, emerging at a dizzying pace, trying to capture the same success. Limited only by the imagination, there are drinks with combinations of vitamins, herbs and minerals designed to enhance, energize and rejuvenate all aspects of an active lifestyle. But the pioneer brands have become icons in their own right and will likely continue to lead their categories for many years to come.

It's not all moonlight and roses for the big two, however, as companies like Coke, Pepsi, and Anheuser-Busch have also aimed their sights at the lucrative energy drink market. At an average of \$1.99 for an 8-ounce serving, the profit margin is wide and the field is ripe for big companies with the resources to dig in their heels for the long haul.



Gatorade

When one thinks sports drinks, the first to come to mind is Gatorade. But what keeps it at the forefront is the fervent infusion of new flavors. Pepsi's Quaker Oats kicked off the new year with Gatorade Ice, a new line extension in three flavors: Orange, Lime and Strawberry. Ice is a crisp, clean-flavored Gatorade with a burst of fresh fruit flavor and the trademark carbohydrates and electrolytes of the flagship brand.



KMX

This citrus and chili-charged carbonated concoction in a black slimcan is Coca-Cola's entrant into the 8-ounce-buzz arena. Advertising and promotional support for brand is aimed at adults aged 19-29.



Red Bull

After charging onto the market under the banner of a brand new category, Red Bull has enjoyed a view from the top. An ongoing television ad campaign keeps the brand fresh in the minds of consumers, and with 65 percent of marketshare, the Bull has yet to be tamed.



180

There's no turning back with this lightly carbonated orange-citrus brew from Anheuser-Busch. 180 heaves a hefty dose of guarana, ginseng and B vitamins in an 8-ounce slimcan.



Powerade

Powerade has become the "Official Sports Drink" of the National Hot Rod Association. As part of a partnership deal, Coca-Cola is leveraging its marketing muscle behind the NHRA's prestigious national 23-race Powerade Drag Racing Series, with title sponsorship, advertising and promotional support.



AriZona

Sales of Rx Extreme Energy Shot took off late last year. A healthy dose of 10 percent fruit juice combined with taurine, ginseng, guarana, D-Ribose and B-vitamins in an innovative 8-ounce rocket-shaped can that's instantly recognizable in the cooler.



Venom

Snapple pierced the energy drink arena with Venom, an extension of the popular Elements line. The taurine- and maté-enhanced energy supplement is "high potency energy with instant bite," in an 8.4-ounce slimcan.