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Coca-Cola unveils zero-sugar innovations

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By **Manbeena Chawla** | January 22, 2020



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Plus a new packaging design to meet the fast-changing needs of sport drink consumers

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The pioneering sports drink brand is kicking off a big year with the launch of new packaging inspired by its proprietary POWERADE ION4 Advanced Electrolyte System, followed by the late-January rollout of POWERADE ULTRA, a breakthrough innovation for the sports drink category that includes creatine, branched-chain amino acids (BCAAs), vitamins B3, B6 and B12 and +50% more ION4 electrolytes compared to original POWERADE.

In mid-February, POWERADE POWER WATER will bring an electrolyte-enhanced sports water to the water aisle.

POWERADE’s ION4 system replacing the four primary electrolytes lost in sweat – sodium, potassium, calcium and magnesium – anchors both new offerings.

POWERADE ULTRA, which will be available in Mixed Berry, White Cherry and Citrus Blast, is the first ready-to-drink sports beverage to include shelf-stabilized creatine, a compound produced in the human body from specific amino acids and stored in the muscle. Coca-Cola North America R&D developed a breakthrough process to stabilize creatine, bringing the product from concept to final formulation in six months.

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