



# SQUAWINCHER

HYDRATE YOUR LIFESTYLE™

ELECTROLYTE REPLENISHMENT





## The Sqwincher® Brand Story

For over 45 years, the Sqwincher brand has proudly fueled individuals with electrolytes. Sqwincher products are scientifically formulated to rehydrate and replenish the body with necessary minerals - potassium and sodium.

At the core of the Sqwincher brand's history are millions of industrial athletes. It has, and continues, to hydrate the bloodline of America - the hard-workers . . . These professionals across the country, in plants and factories everywhere, depend on it. Their strenuous environments and experiences are credited for the innovative portfolio of products, dispensing options and formulations that Sqwincher developed over the years.

## Hydration

No matter who you are, hydration is a necessity. The body is made up of 60 - 70% water.<sup>1,2</sup> It is important to maintain this level or fluid balance for proper health. Experts recommend 3.7 liters of water for males and 2.7 liters for women a day.<sup>1,2</sup> However; water alone can't put back all the minerals the body requires. In comparison, too much water can cause mineral imbalance in the blood.<sup>3</sup> So, why Sqwincher electrolyte products?

## Sqwincher Brand Electrolytes

Electrolytes are responsible for maintaining vital body functions such as: nervous system, cell function, muscle performance, fluid balance and more.<sup>4</sup> The Sqwincher brand not only understands the importance of electrolytes but recognizes no hydration solution is the same.

Sqwincher products are dedicated to providing consumers electrolyte choices that fit their lifestyle and dietary preference. Starting 1975, the Sqwincher brand was formulated with a unique electrolyte composition of potassium and low sodium. Since then, it was obvious to evolve with the needs of customers by expanding on the original formula.

## Sqwincher Formulas

The Sqwincher brand offers three unique electrolyte formulas to meet the needs of diverse individuals:

- Sqwincher® original
- Sqwincher® ZERO
- EverLyte®

Each formula is offered in multiple hydration options: powder or liquid concentrates, ready-to-drink, liquid or powder single serve. The Sqwincher brand is most noted for it's famous electrolyte freeze pops - Sqwincher Squeeze®. No matter which formula you choose, you can count on great tasting electrolytes to replenish and rehydrate.

**Formulation**

**Attributes/Benefits**

**Portfolio Availability**

**Original**

**Gluten Free**

**Sugar Free, Low Calorie**

**Gluten Free**

**Excellent Source of Vitamin C**

**(ZERO Powder Products Only\*)**

**\*2.5 gallon yield ZERO powder and single serve Qwik Stik ZERO. Nutritional information available at: [www.squincher.com/all-products](http://www.squincher.com/all-products)**

**No color or dyes**

**No preservatives**

**No artificial sweeteners**

**Gluten Free**



## Squeeze Electrolyte Freezer Pops

### FROZEN ELECTROLYTE REPLENISHMENT!

These electrolyte pops go beyond flavored sugar water treats or brands. Squeeze Electrolyte Freezer Pops are a fun way to cool you down while replenishing essential electrolytes.



## Bulk Mixes

### MIX IT AND SERVE!

Sqwincher bulk mix products make it easy to serve electrolytes to the masses. Depending on the hydration solution, bulk mix is available in powder or liquid which are easy to mix.

Great economical electrolyte choice. Pennies on the ounce, with multiple servings per case of product.

Ask about these offerings in various formulas:

- Powder - 1 gallon, 2.5 gallon and 5 gallon yields
- Liquid - 64 oz bottle, 5 gallon yield



**Contact your representative for product details and availability**

**1-800-442-5242**

## Single Serve

### ELECTROLYTES ON-THE-GO FOR THE FAST PACE.

For today's fast pace, offer an electrolyte that can keep up. Business or pleasure, the pace doesn't seem to slow down and having a dependable electrolyte on hand keeps hydration easy.

Check out the single serve powder sticks along with the unique liquid single serve FastPack®.



## Ready-to-Drink

### CHUG IT!

Sqwincher ready-to-drink products are ready to go and, to no surprise, the most convenient hydration offering. Your choice between the

- 20 fl oz bottles, or
- 8 fl oz pouch

Ask about formulation availability per option.

Give your customers an exceptional electrolyte beverage.



established

# 1975



#### SOURCES

1. The Water in You: Water and the Human Body [https://www.usgs.gov/special-topic/water-science-school/science/water-you-water-and-human-body?qt-science\\_center\\_objects=0#qt-science\\_center\\_objects](https://www.usgs.gov/special-topic/water-science-school/science/water-you-water-and-human-body?qt-science_center_objects=0#qt-science_center_objects)
2. Water: How much should you drink every day? <https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/water/art-20044256>
3. Thompson, Renee. Does Drinking Water Flush Out Minerals? HealthyEating.SFGate.com. December 27, 2018. <https://healthyeating.sfgate.com/drinking-water-flush-out-minerals-11882.html>
4. Overview of Electrolytes <https://www.merckmanuals.com/en-ca/home/hormonal-and-metabolic-disorders/electrolyte-balance/overview-of-electrolytes>

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