

BSNA members: Investing in community and professional sports.

As you would expect, BSNA's Sports group members support sport and fitness at every level. Whether it's:

Nestle, **Powerbar** and **Musashi** sponsoring high performance UK athletes,

GSK and **Lucozade's** involvement in everything from giving young people access to sport, through Disability Sport England to Premiership Football – and much more,

Pepsico and **Gatorade's** support for triathlon, marathon and other running events,

Coca Cola and **Powerade's** longstanding help for English schools' football, Welsh schools' rugby, the Football League, England's and Ireland's national rugby sides and Olympic team GB,

our members are investing in the nation's fitness and helping its representative sports men and women to become more successful.

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Nutrition For Active Lifestyles

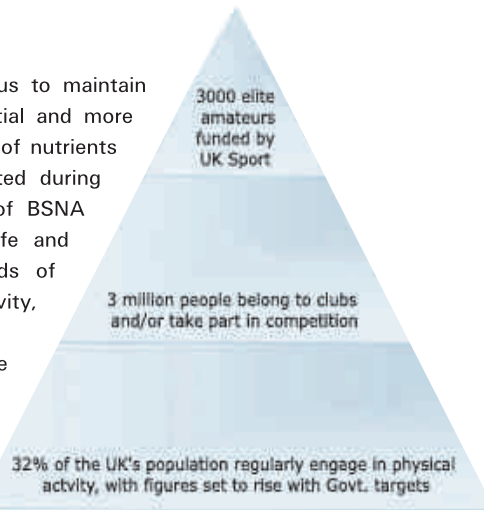


Delivering the right food for physically intense effort

We all know people whose lives involve intense physical effort. It may be a part of their job: professional sports men and women, the armed services, firemen, lifeboatmen mountain rescue, fishermen. Or they may do it in their spare time: going to the gym, club sports, amateur sports Generally we respect and admire these people for the challenges they choose to face. Those who take part in intense physical activity are advised to choose the right foods and drinks if they are to perform and excel.

This is where the members of the Sports Group of this trade association come in. We make specially formulated sports drinks, foods and supplements. They are developed to meet the needs of sports men and women at every level - marathon runners, athletes and gym users and team players of all kinds: football, basketball, rugby, cricket and so on. They are also used by the military on active service, rescue services and anyone else with highly active lifestyles or occupations.

A balanced and varied diet is important for all of us to maintain good health. For the very active, it is both essential and more challenging to achieve the correct volume and ratios of nutrients and to maintain them, restoring whatever is depleted during strenuous activity. Members of the Sports Group of BSNA are committed to providing reliable, consistent, safe and appealing products, that above all meet the needs of those who undertake strenuous physical activity, whether professional or amateur, as sport or work. Considerable research goes into understanding the needs of those who are very active and developing these products. Member companies employ qualified nutritionists who work closely with sports professionals to develop high quality foods and drinks that satisfy consumer, nutritional and regulatory requirements.



As many as one third of people regularly exercise

So why and how are the products used?

A well balanced diet is pivotal to a healthy lifestyle. However, highly active individuals have extra requirements for energy and specific nutrients.

BSNA members make a complete range of scientifically formulated products to meet the specific nutritional needs of those participating in intense physical activities.

These products are carefully designed to address the unique and specialised needs of these groups of people:

Providing carbohydrate-based energy

- High energy bars, gels and drinks provide a concentrated source of carbohydrate that is easily digested and absorbed.
- Sports drinks provide optimum carbohydrate concentration for use in sport – or during other intense activity.

Helping to replace fluid and sodium for effective hydration

- Sports drinks contain appropriate levels of electrolytes, such as sodium, to help increase fluid take-up and retention.

Encouraging successful recovery

- Consuming sports bars and sports drinks within 24 hours of exercise provides a concentrated and easily digestible source of protein, carbohydrate and other nutrients essential for successful recovery.

Maximising performance

- Sports drinks are specifically designed to tackle the two major causes of fatigue in prolonged exercise – loss of fluid and reduction of the body's carbohydrate stores.
- Supplements and sports drinks can also contain legal performance enhancing ingredients such as caffeine and creatine. All have proven benefits for physical performance.



Who are We?

The member companies of the British Specialist Nutrition Association who manufacture and supply sports foods:



Powerade
www.powerade.com



Powerbar and Musashi Products
www.powerbar-europe.com
www.musashi.com



Lucozade Sport
www.thelssa.com



Gatorade
www.gatorade.co.uk

These companies provide a variety of products, each carefully designed to meet the precise dietary needs of highly active people in a range of situations.

British Specialist Nutrition Association

"delivering special foods for special people"

Who uses our products?

- Athletes, especially those at the top of their field
- Competition sports men and women e.g. triathletes, club players
- Regular recreational sports men and women e.g. runners, gym users
- Those in strenuous physical occupations such as rescue services and military services

