

POWERADE[®] XTRA SOUR

Following 2024 Success,
POWERADE SOUR Returns in 2025
with an XTRA Boost of SOUR

NEW FLAVORS!
MORE SOUR!

LIMITED TIME OFFER!

IN MARKET JULY – AUGUST 2025

NEW Flavors:

Pack Size:

Price:

Marketing Support:

Peach Pucker
Grape Shocker
Cherry Kicker

28oz
Frozen Slushie
(Green Apple only)

Line Priced

Disruptive Shopper Tools
Social Media Campaign
Paid Media Investment

47%

POWERADE SOUR sales
were shifted from
Gatorade¹

1 in 5

SOUR buyers converted
to PA trademark buyers
after trying SOUR²

GEN Z

SOUR shoppers skew
younger, more diverse,
& have larger families³

