PWR+ is a great-tasting performance drink, specifically created for serious athletes. Unleashing the remarkable properties of beetroot juice, in combination with sour cherry juice, coconut water and blueberry juice, PWR+ enhances your body’s natural systems, to improve training endurance, in-game performance and post-activity recovery. Give your body a natural edge. Give your body PWR+.

www.pwrsport.co.uk
Pete Drewett M.Ed, Director.

Peter Drewett was involved in preparing individuals and teams for over 150 internationals, and 8 world championships, during his 16 years working for England Rugby, culminating in managing England U21s to winning 6 Nations Championship Grand Slams in 2004 and 2006.

Between 2006 and 2009 he was Director of Rugby and Head Coach at Exeter Chiefs, leading them into professionalism and second place in their league in 2008 and 2009 and two cup finals at Twickenham.

A former Physical Education and Sports Science lecturer at Exeter University, where he also coached across 10 other sport disciplines (cricket, tennis, athletics, mountaineering, football, hockey, gymnastics, swimming, life saving, weight lifting), he enjoys the challenge of building and developing elite High Performance sports teams and has worked with the Ashridge business school to share his experiences of leadership, coaching and management. The second edition of his book ‘Rugby Steps To Success’ written with Tony Biscombe, was published in 2011. He also developed the award winning Innovative Supercoach CD Rom initiative with Biscombe, and pioneered the game of Tag Rugby, developing all the initial coaching booklets, and resources with Nick Leonard.

Pete says it’s great to be involved with the PWR+ innovation and knows the performance juices are enjoyed by athletes and coaches because they know it helps to give them the 1% advantage and marginal aggregate gains that they constantly seek.
FINDING THE EXTRA 1%: THE PWR+ MISSION.

Serious athletes are constantly searching for the extra 1% - physical, technical, mental – that can shave 0.1 second from – or add 1mm to – their personal best performance. PWR+ aims to unlock the power of nature to help athletes achieve that extra 1%... naturally.

PWR+ has proudly supplied Exeter Chiefs for the last three seasons as part of their all year training programme. We are also proud to supply other international and national teams across many sporting disciplines and levels.

Testimonials

MARK TWIGGS
– Exeter Chiefs Head of Strength and Conditioning

“As Head of Strength and Conditioning at Exeter Chiefs it’s my job to ensure that the team get the fitness programmes and nutrition regimes they need to perform at their best throughout the season. Like a lot of new sports products we come into contact with, we were initially pretty sceptical about how effective PWR+ would be but we’ve been really impressed with the results we’ve been getting. I think that’s because PWR+ is based upon solid academic research which digs into the real science behind the natural ingredients and has led to the development of a really good product with no nasties in it. Of course it also helps that we were able to work with the guys at PWR+ to get the formulation right!”

JON WILLIAMS BSc, RNutr – Blues, Scarlets and Ospreys Nutritionist Director PAS

“I have utilised the combination of beetroot and cherry juice to improve stamina during the game, reduce muscle soreness post game, thereby allowing quicker recovery time. This new 330ml ready to drink format is perfect for club use.”

DARREN CAMPBELL MBE – GB Olympic Sprint Athlete (Gold & Silver)

“This is a great product for performance, endurance and recovery. Furthermore it’s good for my health.”

Photos supplied by Exeter Rugby Club/Pinnacle Photo Agency.
FINALLY, A 100% NATURAL PERFORMANCE DRINK.

PWR+. 100% NATURAL.

49% THE BEETROOT: ONE OF NATURE’S WONDERS
Natural beetroot juice contains a high level of Nitrate, which enables the body’s muscles to work harder for longer and recover more quickly, and lowers blood pressure.

40% SOUR CHERRIES: BURSTING WITH HEALTH
Full of health giving antioxidants and desirable anti-inflammatory compounds, cherry juice is a natural recovery aid. It also increases melatonin levels, promoting better sleep and recovery.

9% COCONUT WATER: PACKED WITH POTASSIUM
A natural carbohydrate-electrolyte juice. Excellent in isolation as a natural sports drink and better when synergistically employed in a juice blend to utilise its low carb content to achieve optimum stimulated fluid absorption and supply carbohydrate for improved performance.

1% BLUEBERRIES: BULGING WITH FLAVONOIDS
Blueberries are crammed with flavonoids, which makes them a natural antioxidant, and can enhance spatial awareness, essential in every sport.

1% OUR SPICY SECRET INGREDIENT
PWR+ also contains another 100% natural ingredient whose identity we’re keeping under wraps for the time being. All we can say is that it’s a great-tasting natural spice.
FINALLY, A 100% NATURAL PERFORMANCE DRINK.
PWR+. 100% NATURAL.

THE BEETROOT: ONE OF NATURE'S WONDERS

SOUR CHERRIES: BURSTING WITH HEALTH

COCONUT WATER: PACKED WITH POTASSIUM

BLUEBERRIES: BULGING WITH FLAVONOIDS

OUR SPICY SECRET INGREDIENT

330ml
INFORMED-SPORT CERTIFICATE.

Informed-Sport
Registered with Informed-Sport
This is to certify that the following product is registered with Informed-Sport

PWR Endurance
Name of Product

Cobell Ltd
Company Name

Signed on behalf of Informed-Sport

Date of Registration: 12th September 2012
Certificate Number: IS 0152

FINALLY, A 100% NATURAL PERFORMANCE DRINK.
# Nutritional Analysis August 2012

## PWR+ Endurance Per Bottle (330ml)

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbohydrate</td>
<td>32g</td>
</tr>
<tr>
<td>Glucose</td>
<td>12g</td>
</tr>
<tr>
<td>Fructose</td>
<td>16.8g</td>
</tr>
<tr>
<td>Lactose</td>
<td>0g</td>
</tr>
<tr>
<td>Sucrose</td>
<td>3g</td>
</tr>
<tr>
<td>Energy (kJ/kcal)</td>
<td>624 kj/146.8 kcal</td>
</tr>
<tr>
<td>Nitrate</td>
<td>359 mg</td>
</tr>
<tr>
<td>Calcium</td>
<td>26 mg</td>
</tr>
<tr>
<td>Iron</td>
<td>7.5g</td>
</tr>
<tr>
<td>Potassium</td>
<td>12.3 mg</td>
</tr>
<tr>
<td>Magnesium</td>
<td>38.6 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>0.8g</td>
</tr>
<tr>
<td>Protein</td>
<td>2.31g</td>
</tr>
<tr>
<td>Antioxidant (ORAC)</td>
<td>9936 μmolTE</td>
</tr>
</tbody>
</table>

[www.pwrsport.co.uk](http://www.pwrsport.co.uk)
PWR+ is part of the Cobell International Group - the UK’s largest importer of natural fruit and vegetable juices. These juices are blended and packed for brand owners and own label supermarkets. More info at: www.cobell.co.uk

We are often asked what segment of sport nutrition we fit into. We don’t fit in any of the existing boxes so we created a new one! Our product contains 100% natural raw material with no added sugars, colours or preservatives.

Back in 2009, Exeter University began investigating the physiological effects of nitrate (from beetroot). This research was led by Professor Andy Jones (Professor of Applied Physiology and Head of Sport and Health Sciences) who proved that beetroot juice can boost stamina by as much as 16% thanks to natural nitrates found in the juice, effectively reducing the body’s level of oxygen uptake.
FINALLY, A 100% NATURAL PERFORMANCE DRINK.

PUBLISHED RESEARCH AND RELATED MATERIAL: BEETROOT AND NITRATE.

School of Sport and Health Sciences, University of Exeter – Prof Andrew M Jones et al


Department of Engineering and Sustainable Development, Mid Sweden University, Osterund – Harald K. Engana, Andrew M. Jones, Fanny Ehrenberg, Erika Schagatay


Department of Physiology and Pharmacology, Karolinska Institutet Stockholm – Prof Jon Lundberg et al


William Harvey Research Institute – Prof Amrita Ahluwalia et al


Department of Human Movement Sciences, Maastricht University – Dr Naomi Jones

Department of Medicine, Duke University Medical Center, North Carolina – Jason D. Allen


Department of Applied Physiology and Kinesiology, Center for Exercise Science, University of Florida – Leonardo F. Ferreira and Bradley J. Behnke

FINALLY, A 100% NATURAL PERFORMANCE DRINK.

PUBLISHED RESEARCH AND RELATED MATERIAL: SOUR CHERRY.

- Connolly DA, McHugh MP, Padilla-Zakour OI, Carlson L, Sayers SP.
  • Efficacy of a tart cherry juice blend in preventing the symptoms of muscle damage.

- Howatson G, McHugh MP, Hill JA, Brouner J, Jewll AP, van Someren KA, Shave RE, Howatson SA.
  • Influence of tart cherry juice on indices of recovery following marathon running.

- Kuehl KS, Perrier ET, Elliot DL, Chestnutt J.
  • Efficacy of tart cherry juice in reducing muscle pain during running: a randomised controlled trial.

- Howartson G, Bell PG, Tallent J, Middleton B, McHugh MP, Ellis J.
  • Effect of tart cherry juice (Prunus cerasus) on melatonin levels and enhanced sleep quality.
  Eur J Nutr. 2011 Oct

- Sports and Exercise Research Centre, London South Bank University,
  Bowtell JL, Summers DP, Dyer A, Fox P, Mileva KN.
  • Montmorency Cherry Juice Reduces Muscle Damage Caused by Intensive Strength Exercise.
  Medicine & Science in Sports & Exercise 2011; 0195-9131/11/4308 – 1544/0

- (The Cherry Marketing Institute (CMI) North America.
  • The Red Report (The Science behind tart cherries)

PUBLISHED RESEARCH AND RELATED MATERIAL: MINOR INGREDIENTS.

COCONUT WATER
- Kalman et al

- Bhattacharya C, Indiana University
  • Coconut water is an excellent sports drink – for light exercise. Study presented at the 244th National Meeting & Exposition of the American Chemical Society, 2012 Aug.

BLUEBERRY
- Department of Nutrition and Health Care Management, Appalachian State University
- McAnulty LS, Nieman DC, Dumbke CL, Shooter LA, Henson DA, Utter AC, Milne G, McAnulty SR.
  • Effect of blueberry ingestion on natural killer cell counts, oxidative stress, and inflammation prior to and after 2.5 h of running. Appl Physiol Nutr Metab. 2011 Dec:36(6):976-84 Epub 2011 Nov 23.

- Molecular Nutrition Group, School of Chemistry, Food and Pharmacy, University of Reading – Reneiro C, Vauzour D, Kean RJ, Butler LT, Rattray M, Spencer JP, Williams CM.
OUR PARTNERSHIPS.

PWR+ is pleased to work with nutrition and conditioning experts worldwide. We are delighted to work with PAS (Pro Athlete Supplementation) www.pasonline.co.uk who supply a range of nutrition products to a variety of athletes across all sporting disciplines including:
MEET THE TEAM.

Nick Sprague
– CEO Founder

Andrew Clark
– Technical Director

Tessa Hudson
– Account Director

Pete Drewett
– Director

TOM JOHNSON
– England International and Exeter Chiefs back row

Chris Baker
– Product Development

“As a professional sportsman the need for the right exercise and nutrition is paramount and it’s something that’s constantly drummed into us by the coaching staff. We started using PWR+ as a regular part of our daily nutrition programme three seasons ago and after a few early tweaks to the formulation, we think we’ve arrived at something really good. We take it 6 days a week and are seeing some serious improvements to our performance – so much so that it’s now a permanent feature of our training and performance regime.”

AVAILABLE TO PURCHASE NOW, PLEASE CALL US TO DISCUSS.

t: 01392 825400
e: info@pwrsport.co.uk

PWR+ Performance Juices, The Juice House, 1 Leigham Business Units, Silverton Road, Exeter, Devon EX2 8HY

www.pwrsport.co.uk