

GLUG Beverage Corporation Introduces Pickleball Sports Drink, the Perfect Hydration Solution for Pickleball Enthusiasts



Naples, Florida May 2, 2024 ([IssueWire.com](https://www.IssueWire.com)) - GLUG Beverage Corporation, a leading innovator in the sports drink industry, is thrilled to announce the launch of Pickleball Sports Drink, designed specifically to meet the hydration needs of pickleball players across the globe. With its isotonic formula and refreshing taste, Pickleball Sports Drink is set to revolutionize the way players stay hydrated on the court.

Pickleball, a rapidly growing sport invented in 1965 by Joel Pritchard, Bill Bell, and Barney McCallum, has captured the hearts of millions with its blend of athleticism, strategy, and camaraderie. As the popularity of pickleball continues to soar, GLUG Beverage Corporation recognized the need for a specialized sports drink tailored to the unique demands of the game.

"Pickleball is more than just a sport; it's a community built on passion and camaraderie," said Marina Krueger, Ph.D., Chief Medical Officer of GLUG Beverage Corporation. "With Pickleball Sports Drink, we wanted to create a beverage that not only hydrates but also celebrates the spirit of pickleball. Whether you're a casual player or a seasoned pro, Pickleball Sports Drink is the perfect companion to keep you refreshed and energized throughout your game."

Pickleball Sports Drink features an isotonic formula that replenishes electrolytes lost during intense

gameplay, helping players maintain peak performance from start to finish. Its crisp and invigorating flavor profile is sure to delight taste buds and keep players coming back for more.

"We've worked tirelessly to develop a sports drink that not only hydrates effectively but also tastes great," said Lowa Mårtensson, Head of Product Development at GLUG Beverage Corporation. "Pickleball Sports Drink strikes the perfect balance between functionality and flavor, making it the ultimate choice for pickleball enthusiasts."

Pickleball Sports Drink will be available in a variety of convenient packaging options, including bottles and powder mixes, ensuring that players can easily stay hydrated both on and off the court. Additionally, GLUG Beverage Corporation plans to collaborate with pickleball clubs and tournaments to introduce Pickleball Sports Drink to players nationwide.

Naples, Florida is known as the "Pickleball Capital of the World". The Naples Pickleball Center hosts the Minto US OPEN Pickleball Championships, the world's largest pickleball event, which had almost 34,000 attendees in 2022. The county has also invested over \$4 million in pickleball facilities.

For more information about Pickleball Sports Drink and to stay updated on its availability, visit <https://pickleballsportsdrink.blogspot.com>.

About GLUG Beverage Corporation:

GLUG Beverage Corporation is a leading provider of innovative sports drinks designed to fuel athletes of all levels. With a commitment to quality, taste, and performance, GLUG Beverage Corporation is dedicated to helping athletes achieve their goals and push their limits.

<https://www.youtube.com/watch?v=kqLRRNOpe8U>



Media Contact

Lowa Mårtensson

LowaMartensson@jourrapide.com

(212) 347-0233

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