

**Topic;**

**The move to health and sports drinks**

**- Here to stay or just a fad?**

**By Reaper**

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## **Executive Summary**

Our research report is on the topic “The move to sports and health drinks- Here to stay or just a fad?” We used four methods in gathering the data to answer the question, these methods are;

1. Questionnaire
2. Survey
3. Poll
4. In-depth interviews

In the actual report we defined sports drinks, fad and what it means to stay. We then went on to discuss and describe the research we did and we then showed all our results and drew up a conclusion. All of our demo questionnaires, bar graphs, charts, polls, tables and copies of our interviews can be found in the attached appendix.

The conclusion derived was:

After doing weeks of research collecting and analyzing the data that we collected from our surveys, polls, questionnaires and interviews with the sole purpose of trying to answer the question;

*The move to sports and health drinks- Here to stay or just a fad?*

We have come to the conclusion that sports and health drinks are here to stay and not just a fad.

## **FORMAL REPORT ON- THE MOVE TO SPORTS AND HEALTH DRINKS, HERE TO STAY OR JUST A FAD?**

### **Introduction**

The research assignment we were given is to find out whether sports and health drinks are here to stay or just a fad. We will be focusing on sports teams, and selected international and provincial sportsmen and women, specifically related to Hockey, as our sample group, as we feel that sports teams and individuals would provide the most reliable source of data as they primarily drink sports and health drinks when they train for their relevant sports and when they play the sports.

What does “Sports and health drinks are just a fad” mean? According to the Oxford Advanced Learner’s Dictionary a “fad” is

*“A fashion, an interest, a preference, an enthusiasm, etc that is not likely to last.”*

In terms of sports and health drinks a fad would be a “fashion” or “preference” that sports people would have when they drink sports drinks and after a certain time period they will no longer purchase sports and health drinks.

What does “Sports and health drinks here to stay” mean? According to the Oxford Advanced Learner’s Dictionary the word “stay” means;

*“To remain or continue in the same place (for a long or short time, permanently or temporarily, as specified by the context)*

In terms of sports and health drinks, the meaning of “stay” would be the continued use of, the continued production and purchase of sports and health drinks.

What are the different types of sports and health drinks? There are numerous varieties of sports and health drinks in South Africa, some of these include;

1. Sports Drinks- Game, Powerade, Energade, Sprint
2. Muscle Building Drinks- Creatine, Herbal Life
3. Health Drinks- Herbal Life
4. Bottled Waters – i.e. Valprè and Caledon
5. Fruit Juices – i.e. Orange, Apple, Mango and Grape

All of the above mentioned drinks are aimed at various people from sportsmen to people who are on diets to those who just want to stay healthy.

## **Research**

In our research assignment we will be using the following research methods;

1. **Questionnaires-** We chose the questionnaire because it is easy to administer and we could gather a large amount of data from it. The questions we asked were;
  - ❖ *Are you a sportsperson?* The reason for this question is to determine whether the respondents play sport or not as our target group is sportsmen and woman if they did not play sport it would affect our results.
  - ❖ *Do you drink sports and health drinks?* The reason for this question is to determine whether or not the respondents drink sports and health drinks.
  - ❖ *Do you have a brand preference?* The reason for this question is to determine whether or not the respondents have a preference.
  - ❖ *What brand do you prefer?* The reason for this question is to determine what the preferred brand is.
  - ❖ *Why do you have no brand preference?* The reason for this question is to determine why the respondents do not have a brand preference.
  - ❖ *What motivated you to drink sports and health drinks in general?* The reason for this question is to determine what motivated the respondents to drink sports and health drinks.
  - ❖ *Does the general media advertising with regards to sport and health drinks influence you in your purchasing of sport and health drinks?* The reason for this question is to determine whether or not the media play any role in the respondent's choice when it comes to purchasing sports and health drinks.
  - ❖ *What would you name and rate as the most important aspects of sports and health drinks?* The reason for this question is to determine what do the respondents think are the most important aspects of sports and health drinks.
  - ❖ *Commercial aspects of sports and health drinks also play a role in your purchasing power, rate the following commercial aspects?* The reason for this question is to determine how the respondents rate various aspects of sports and health drinks.

- ❖ *Are there and new flavors of sports drink would you like to see?*  
The reason for this question is to determine if there are any new flavors of sports and health drinks the respondents would like to see been produced.
- ❖ *Do you think sports and health drinks are here to stay or just a fad?*  
The reason for this question is to determine if sports and health drinks are here to stay or just a fad

*(Refer to appendix A for a copy of the questionnaire)*

2. **Survey-** We chose a survey for the purpose of gathering data on the drinking patterns of sports teams and to see whether sports and health drinks play any role in their sport.
3. **Poll-** We chose to set up a poll on a goal keeping forum (Panda Hockey), [www.pandahockey.com](http://www.pandahockey.com), where we asked the members of the forum if sports and health drinks are here to stay or just a fad. The reason for asking goal keepers is; out of the 16 players on a hockey team the goal keeper drinks the most water and sports drinks due to the equipment that they wear to protect themselves from the high speed of a hockey ball – top goal keepers stop balls that travel in excess of 150 kilometers an hour.
4. **In depth interviews-** We chose to have a few in depth interviews with provincial and international sportsmen and woman, the reason been with their “playing” experience they should be able to give their opinions on sports and health drinks which will greatly aid us in our research.

*(Refer to Appendix G for some of the interviews we conducted)*

## **Findings**

### **1) Results of the questionnaires.**

We handed out 120 questionnaires to sportsmen and woman in and around the Pretoria and Johannesburg area. We sent the questionnaires out via e-mail to the majority of the respondents, those who did not have e-mail; the questionnaires were handed to them to fill in. All 120 questionnaires were answered and given back to us for analyses. We took special care when we handed out the questionnaires, as we tried to target as many different types of sportsmen as we possibly could.

1. The respondents varied in age.
2. The respondents varied in race
3. The respondents varied in social class

4. The level of sport the respondents play at varied, as we had juniors who have just started playing sport to South African U/18, South African U/21, South African County Districts players and current provincial sportsmen and women, as well as international sportsmen

*{Refer to Appendix A and Appendix B}*

The results of the questionnaires are as follows;

All 120 of the respondents play sport or are involved in some way with sport. All 120 of the respondents said that they do drink sports and health drinks. Out of the 120 respondents 60% of them said that they do have a brand preference, and 40% said that they do not. We asked them what was the brand that they preferred and the following was said;

1. 40% said that they do not have a preference
2. 5% of the respondents said that they prefer the sports drink Game
3. 30% of the respondents said that they prefer the sports drink Powerade
4. 25% of the respondents said that they prefer the sports drink Energade

Those who do not have a preference were asked why and they gave three answers, namely;

1. They feel there is no difference between Powerade, Game and Energade
2. They buy which ever sports drink is cheaper at the time. These people are price sensitive
3. One person said; "I prefer water, not some over rated, flavored and colorful drink"

The majority of the players said that the reason they drink sports and health drinks is it aids in the recovery of the body when training and enables the athlete to train and perform more regularly. The respondents were asked if the general media advertising with regards to sport and health drinks influence their purchasing of sport and health drinks, 45% of the respondents said yes it does and 55% of the respondents said no. The respondents rated the following aspects of sports and health drinks as the most important when buying the sports drink.

1. The energy boost provided by the sports and health drinks.
2. The taste was brought up as the second most important when buying sports and health drinks.
3. Price was brought up as the third most important aspect when buying sports and health drinks.
4. Flavor or variety of flavors was rated as the forth most important when buying sports and health drinks.

5. The brand name was rated as the fifth most important aspect when buying sports and health drinks.

We asked the respondents if they would like to see any new flavors of sports drinks. 63% of the respondents said yes. When asked what the flavors were, they said;

1. Mango,
2. Cherry
3. Strawberry

Finally the respondents were asked if sports and health drinks are here to stay or just a fad. All 120 respondents said that sports and health drinks are here to stay.

## **2) Results of survey.**

For the survey, we used 5 hockey teams, 1 provincial team namely the Northern “Blues” North Trophy Team and 4 teams from the Sutherland Villagers Hockey Club. The 5 above mentioned teams are seen as *“the average team”* as they represent the average team and the average drinking patterns of most sports teams. We took into account the teams drinking habits before, during and after the games, the role sports and health drinks play in their sport and their opinions about sports and health drinks. On the North Trophy tour, all the sides drank roughly the same amount and roughly the same things, ladies teams included. 87 respondents were used in the survey, 15 from the Northern “Blues” North Trophy Team and 72 from the Sutherland Villagers Hockey Club. The respondents of the survey varied in the following ways;

1. The respondents varied in race.
2. The respondents varied in culture.
3. The respondents varied in background.
4. The respondents varied in social class.
5. The respondents varied in age.

*{Refer to Appendix D, E and F}*

The results of the surveys are as follows;

### **Northern “Blues” North Trophy Team**

An average of 4 players drank Powerade, Energade or water before the games. All 15 players drank Powerade, Energade or water during the game and at half time. An average of 5 players drank Powerade, Energade or water after the games were played. There was no brand preference amongst the 15 players surveyed. Mr Mark Pearce *{Captain of the Northern “Blues” North Trophy Team}* said;



“On a tour such as this, the players aren’t fussy over the sports drink as long as it does what it is supposed to. Most of the players will buy what ever is cheaper at the time and place. The tournament like this comprises 9 matches played over 7 days; each match is 70 minutes in duration”

Not one of the 15 players drank Red Bull on tour, an article called ***Red Bull, and what does Red Bull give you?*** By Matthew Lovell was given to us to read. All 15 players said that sports and health drinks are here to stay.

Sutherland Villagers Hockey Club

Men’s 1<sup>st</sup> side- 16 players

An average of 6 players drank Powerade, Energade or water before the games. All 16 players drank Powerade, Energade or water during the game and at half time. An average of 6 players drank Powerade, Energade or water after the game

Ladies 1<sup>st</sup> side- 16 players

An average of 5 players drank Powerade, Energade or water before the game. All 16 players drank Powerade, Energade or water during the game and at half time. An average of 6 players drank Powerade, Energade or water after the game

Men’s 2<sup>nd</sup> side- 20 players

An average of 6 players drank Powerade, Energade or water before the game. All 20 players drank Powerade, Energade or water during the game and at half time. An average of 7 players drank Powerade, Energade or water after the game

Ladies 2<sup>nd</sup> side- 20 players

An average of 5 players drank Powerade, Energade or water before the game. All 20 players drank Powerade, Energade or water during the game and at half time. An average of 6 players drank Powerade, Energade or water after the game. There was a brand preference amongst the respondents surveyed. The preference was as follows;

1. 50 of the respondents said that they do not have a preference
2. 15 of the respondents said that they prefer the sports drink Powerade
3. 7 of the respondents said that they prefer the sports drink Energade

Finally the respondents were asked if sports and health drinks are here to stay or just a fad. All 72 respondents said that sports and health drinks are here to stay.

### **3) Results of the poll;**

We set up a poll on a goal keeper forum over the internet, <http://www.pandahockey.com/>. We asked goal keepers whether they think Sports and Health drinks are here to stay or just a fad. The reason for asking goal keepers is; out of the 16 players on a hockey team the goal keeper drinks the most water and sports drinks due to the equipment that they wear to protect themselves from the high speed of a hockey ball – top goal keepers stop balls that travel in excess of 150 kilometers an hour. We had 100 members out of a possible 280 who vote on the poll. All 100 members of the goal keeping forum said that Sports and Health drinks are here to stay.

*{Refer to appendix C for the poll results}*

### **4) Results of interviews.**

In aiding us with the research we had a few one on one interviews with respondents who have experience with sports and health drinks. These respondents include Greg Nicol {South African International}, Andrew Griffiths {England International}, and Rachel Durbin {Australian International}, Graeme Baine {Northern “Blues” Senior and Schools}, Calum Gills {England International}, Selma Barthram {Namibian International} and a selected other provincial and international players.

We asked the respondents the following questions;

1. Do you drink Sports and Health drinks?
2. Do you have a brand preference?
3. If you have a preference, what is it?
4. Why would you say is it important to drink sports and health drinks?
5. Do you think sports and health drinks are here to stay or just a fad?

*{Refer to Appendix G}*

Results of the interviews;

All of the respondents drink sports and health drinks. The respondents were asked if they have a brand preference, 50% of the respondents said that they do have a preference, the majority (35%) of which preferred Powerade.

Why would you say is it important to drink sports and health drinks? The base reason the respondents gave was;

“After playing a match especially at provincial level, you need to replace the fluid (water) and minerals you lost. At a tournament it is really important that you do this as you play more than one game a day and if

you don't replace the fluid (water) and minerals you lost you will land up suffering from cramp and dehydration."

The main question which was asked of the respondents is the move to sports and health drinks- here to stay or just a fad? All of the interviewed respondents agreed that sports and health drinks are here to stay.

## **Conclusion**

After doing weeks of research collecting and analyzing the data that we collected from our surveys, polls, questionnaires and interviews with the sole purpose of trying to answer the question;

*The move to sports and health drinks- Here to stay or just a fad?*

We have come to the conclusion that sports and health drinks are here to stay and not just a fad.

## **Recommendations**

From the data we collected we would recommend the following;

1. Review the prices of the sports and health drinks, as at least 40% of the respondents are price sensitive.
2. There is no brand that really stands out amongst sportsmen e.g. 30% prefer Powerade and 25% prefer Energade. The producers/ marketing managers of the relevant sports drinks will need to do something "**SPECIAL**" to attract the sportsmen to their particular brand.
3. More media advertising needs to be looked at as 55% of the people said that the general media does not influence their purchasing decisions, The respondents who are influenced by the media, are serious rugby supporters and they got influenced by the advertisements at rugby
4. Base ideas for three new flavor sports drinks are Mango, Cherry and Strawberry.
5. An idea which was brought up during the interviews was that the producers of sports drinks should back South African hockey in a similar way to Nedbank and Spar. The best way to do this would be to give a large financial sponsor so a club i.e. Sutherland Villagers Hockey Club, so that they can build new facilities to promote hockey and to promote the relevant sports drink
6. The sports/energy drink Red Bull and others of that type should be looked at. There are hundreds of rumors going around that say you must not drink Red Bull or Play etc. before a game. Some serious research should be done on this topic.

## **Bibliography**

### **Books Consulted**

1. *Oxford Advanced Learner's Dictionary*. Oxford: British National Corpus
2. McDaniel, C. Gates, R. 2001 *Marketing Research Essentials*, USA: South-Western Collage Publishing
3. Kotler, P. 1991 *Marketing Management. Analysis, Planning, Implementation, and Control*, USA: Prentice-Hall, Inc.

### **Web sites Consulted**

1. Panda Hockey, <http://www.pandahockey.com/>
2. Planet Hockey, <http://www.planethockey.co.za/>
3. Planet Field Hockey, <http://www.planetfieldhockey.com/>
4. Field Hockey, <http://www.fieldhockey.com/>
5. OBO Hockey, <http://www.obo.co.nz/>
6. Powerade. <http://www.powerade.com/>
7. Energade, <http://www.energade.co.za/>
8. Villagers Hockey Club, <http://www.geocities.com/villagershockey/>

### **Interviews Consulted**

1. Salma Barthram - Former International, Namibia (Sweeper)
2. Nadia Du Plessis - Current Senior Ladies Provincial, IPT B (Forward)
3. Deon Myburgh - Former Northern Transvaal Mens player and manager and coach (Forward)
4. Sihle Ndamande - Former South African U/18, U/21 indoor, schools provincial and Mens senior provincial (Sweeper)
5. Graeme Baine - Former schools provincial. U/21 indoor and senior provincial, umpire and coach (Midfield)
6. Calum Giles - Former International, England (Forward)
7. Jon O'Hare - Former International, USA (Goal Keeper)
8. Rachel Durbin - Former International, Australia (Goal Keeper)
9. Grahame Mansell-Grace – International U/21 and England B coach
10. Kate Alexander- County player. England (Goal Keeper)
11. Simon Dolan - County player. England (Goal Keeper)

### **Other notes consulted**

1. Booze Patrol, by Matthew Lovell, DiplON, and Clinical Nutritionist
2. Red Bull, by Matthew Lovell, DiplON, and Clinical Nutritionist
3. Sutherland Villagers Hockey Club
4. Northern "Blues" North Trophy Team
5. Tasty boosters or waste of energy, by Gillian Anstey
6. Powerade article

## **Appendix A- Copy of questionnaire**

Official use only

☐ A

☐ D

☐ B

☐ E

☐ C

☐ F

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Hi,

My name is \_\_\_\_\_ and I am from Midrand Graduate Institute. I am conducting a research survey on Sports and Health drinks.

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### **Question 1**

Are you a sportsperson?

☐ Yes / ☐ No

### **Question 2**

Do you drink sports and health drinks?

☐ Yes / ☐ No

**Note: If “NO” – do not continue with the questionnaire**

### **Question 3**

Do you have a brand preference?

☐ Yes / ☐ No

### **Question 4 (a)**

What brand do you prefer?

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**Question 4 (b)**

Why do you have no brand preference?

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**Question 5**

What motivated you to drink sport and health drinks in general?

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**Question 6**

Does the general media advertising with regards to sport and health drinks influence you in your purchasing of sport and health drinks?

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**Question 7**

What would you name and rate as the most important aspects of sports and health drinks?

**{1 been most important, 5 been least important}**

- 1      

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- 2      

---
- 3      

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4 \_\_\_\_\_

5 \_\_\_\_\_

### **Question 8**

Commercial aspects of sports and health drinks also play a role in your purchasing power, rate the following commercial aspects:

**{1 been very bad and 5 been excellent}**

**Taste-** \_\_\_\_\_

**Price-** \_\_\_\_\_

**Packaging-** \_\_\_\_\_

**Flavour-** \_\_\_\_\_

**Brand Name-** \_\_\_\_\_

**Value for Money-** \_\_\_\_\_

### **Question 9**

Are there and new flavors of sports drink would you like to see?

\_\_\_\_\_

### **Question 10**

Do you think sports and health drinks are here to stay or just a fad?

**Here to Stay**

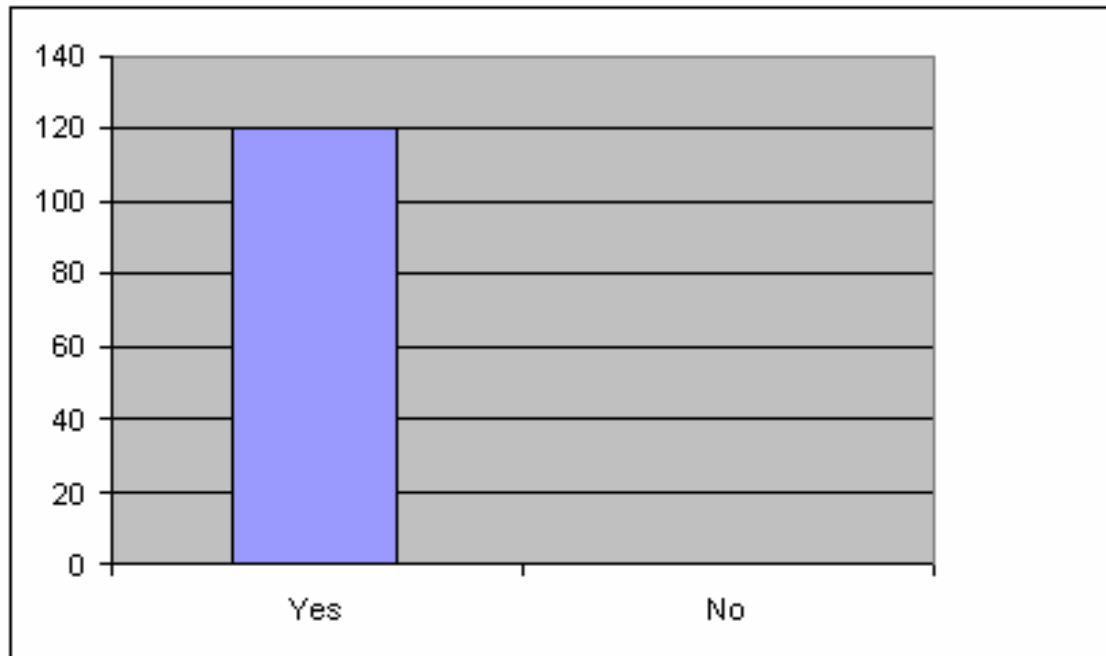
**Just a Fad**

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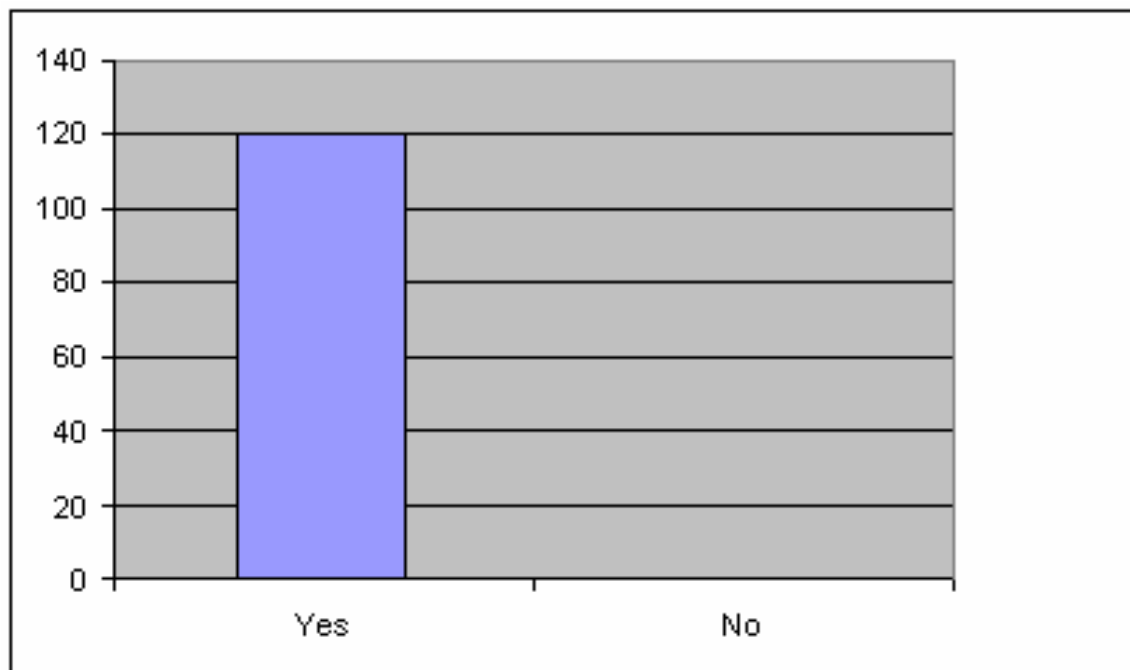
Thank you for your time and effort.

## **Appendix B- Results of questionnaire.**

**Question 1;** Are you a sportsman or woman?

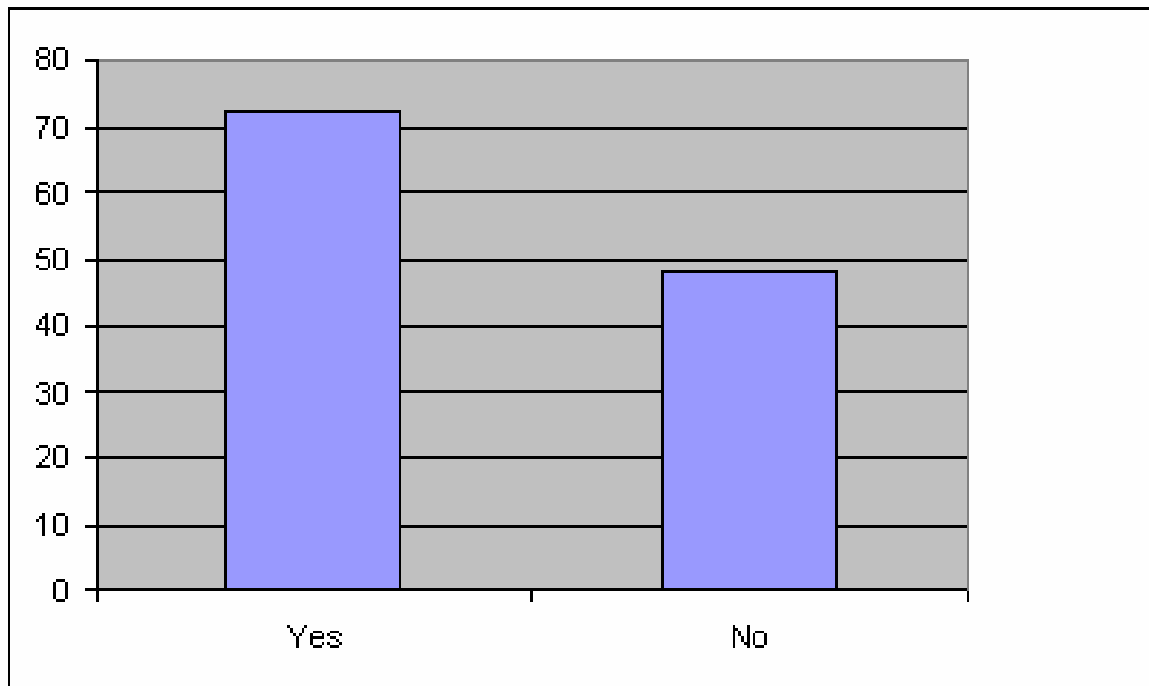


**Question2;** Do you drink sports and health drinks?

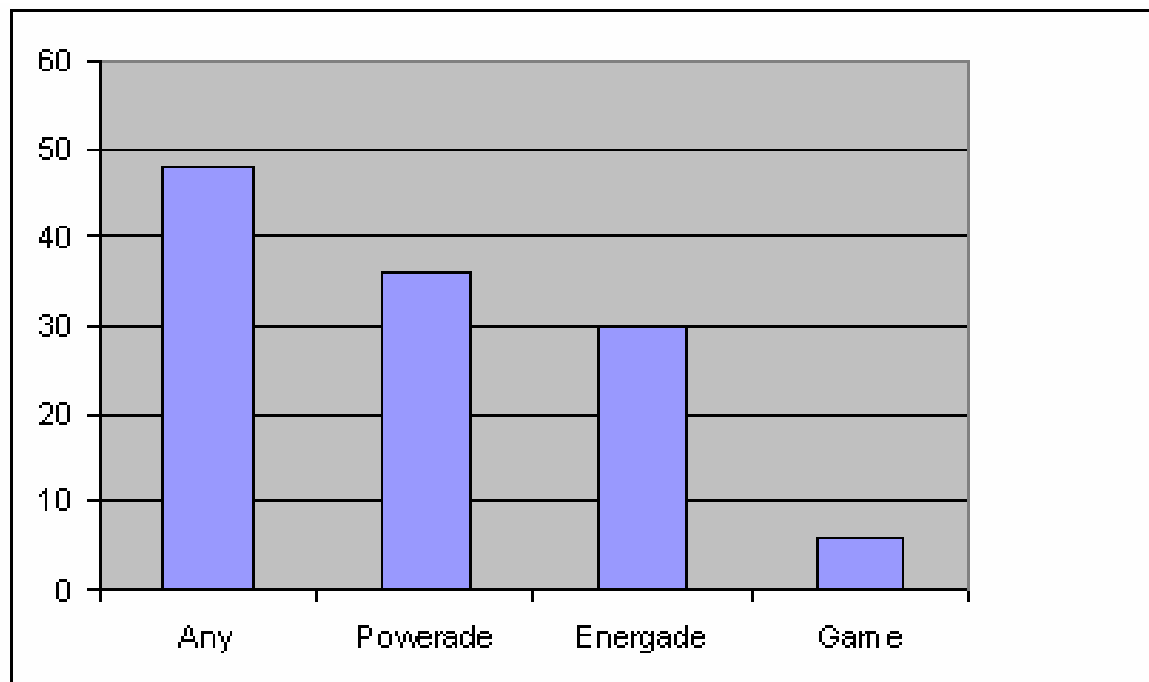




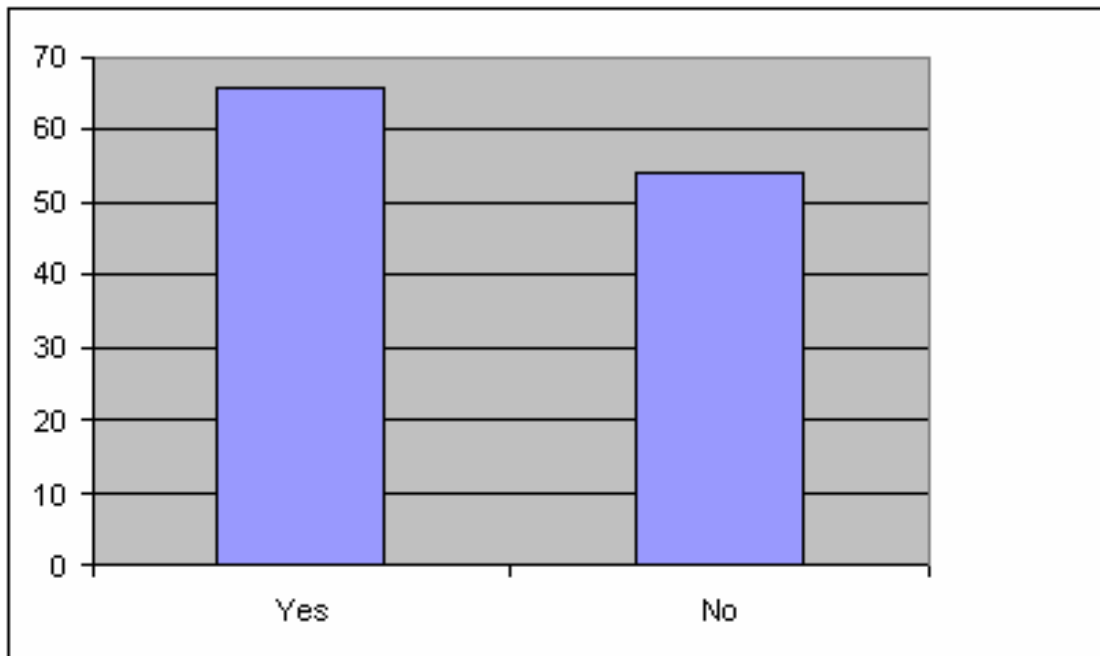
**Question3;** Do you have a brand preference?



**Question 4 (a);** Which brand do you prefer?



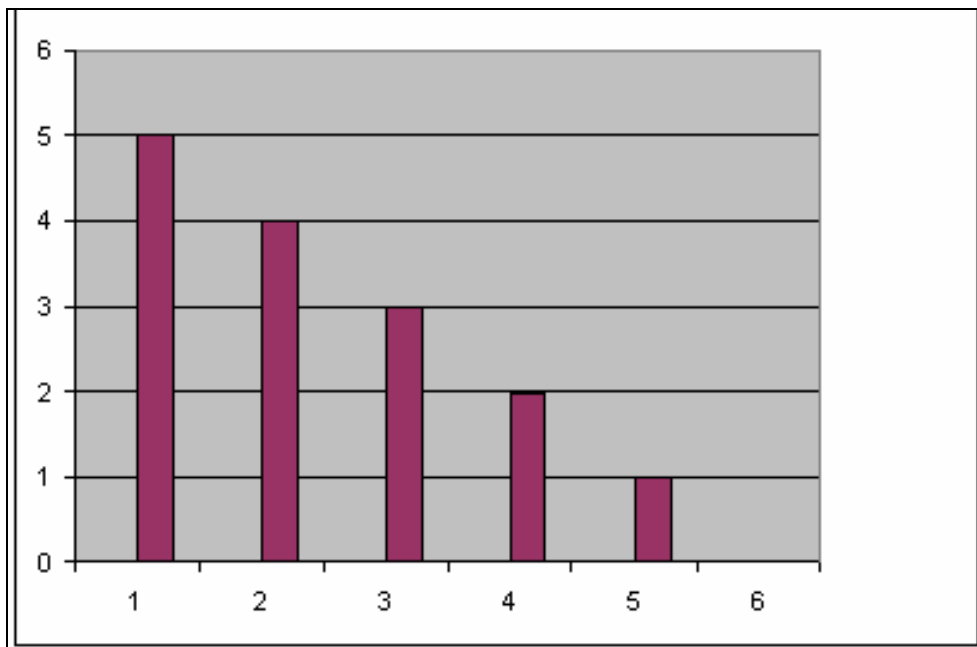
**Question 6;** Does the general media advertising surrounding the sport and health drinks support your experiences?



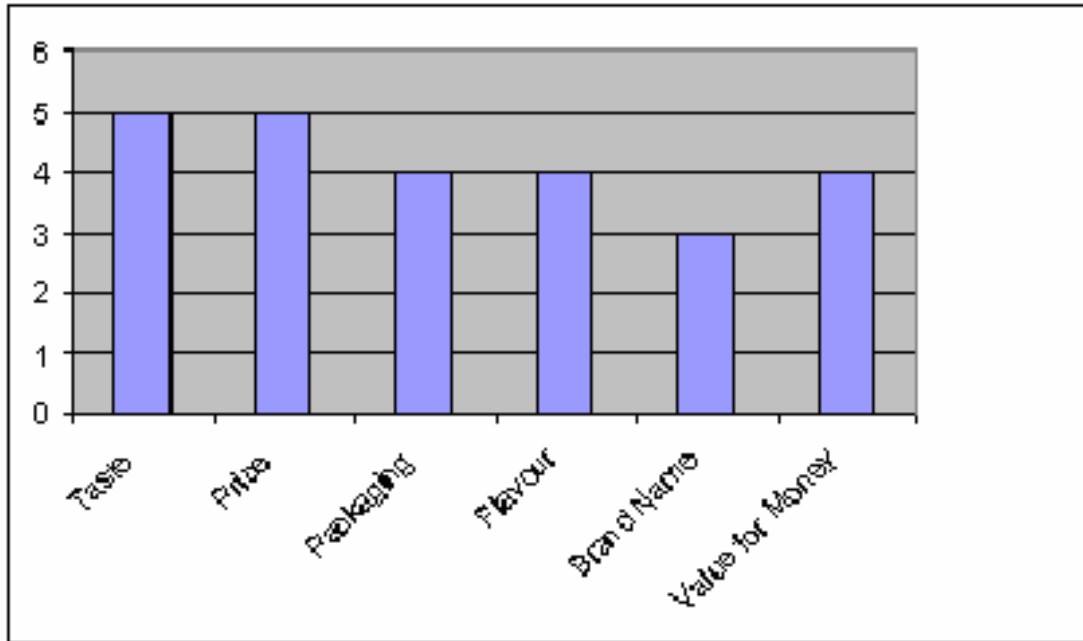
**Question 7;** What would you name and rate as the most important aspects of sports and health drinks?

**Results;**

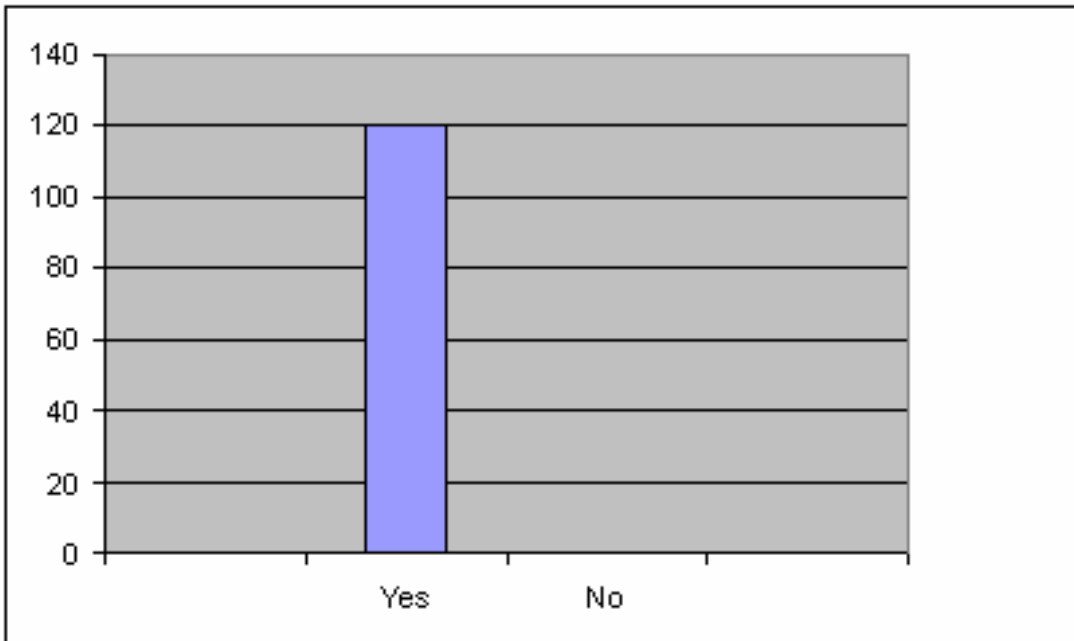
1- Energy    2- Taste    3-Price    4-Flavour    5- Brand Name



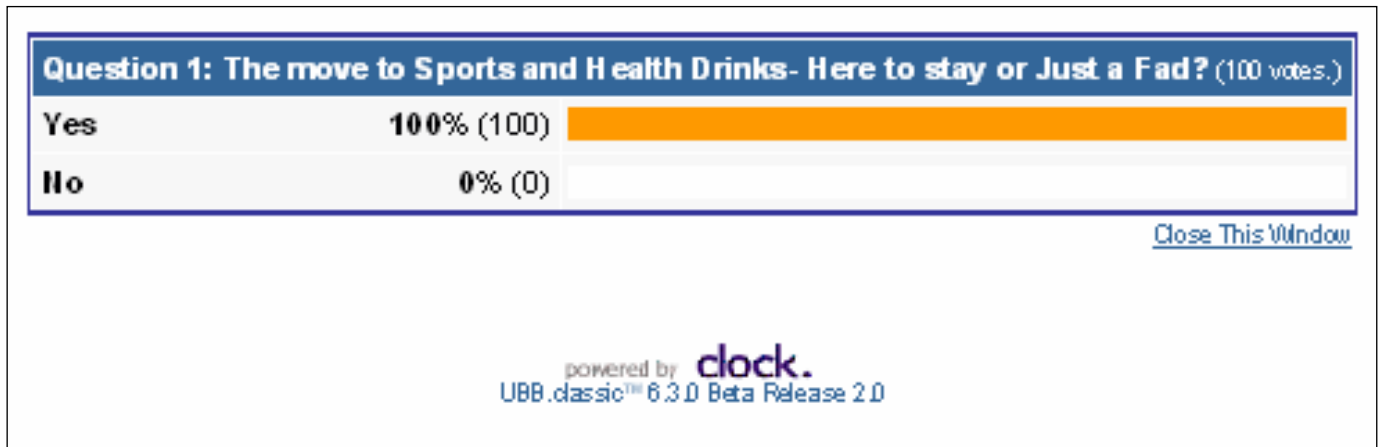
**Question 8;** Commercial aspects of sports and health drinks also play a role in your purchasing power, rate the following commercial aspects:



**Question 10;** Do you think sports and health drinks are valuable to the sportsperson or just a fad? Out of 120 replies 100% said yes.



**Appendix C- Copy of the poll results on the goal keeping forum**  
**{http://www.pandahockey.com/}**



## **Appendix D-Survey Results**

Northern "Blues" North Trophy Team - survey consists of 15 players.

| Drinking Patterns during the 11 games | What was drunk                                                                 |
|---------------------------------------|--------------------------------------------------------------------------------|
| Before the game the players drank     | 3 drank water<br>1 drank coke<br>4 drank Powerade/ Energade                    |
| During the game the players drank     | All 11 players shared the water, Powerade and Energade which was given to them |
| After the game the players drank      | 3 drank water<br>5 drank coke<br>4 drank Powerade/ Energade<br>3 drank a beer  |

### **Sutherland Villagers Hockey Club- Survey consists of 72 people**

Men 1<sup>st</sup> side- 16 players, stats taken over a 3 week period during games

| Drinking Pattern During Games | Week 1                                                                       | Week 2                                             | Week 3                                            |
|-------------------------------|------------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------|
| Before a game                 | 3 drank water<br>5 drank Energade<br>2 drank Powerade                        | 4 drank water<br>2 drank Energade                  | 2 drank water<br>1 drank coke<br>1 drank Powerade |
| Half time                     | 4 drank water<br>7 drank Powerade<br>5 drank Energade                        | 1 drank coke<br>5 drank water<br>10 drank Powerade | 16 drank Powerade that was offered around         |
| After a game                  | 5 drank beer<br>2 drank coke<br>3 drank water<br>6 drank Powerade & Energade | 7 drank beer<br>5 drank coke<br>4 drank water      | 3 drank beer<br>2 drank coke<br>5 drank Energade  |

Ladies 1<sup>st</sup> side- 16 players, stats taken over a 3 week period during games

| Drinking Pattern During Games | Week 1                                            | Week 2                                    | Week 3                                            |
|-------------------------------|---------------------------------------------------|-------------------------------------------|---------------------------------------------------|
| Before a game                 | 2 drank water<br>1 drank coke<br>3 drank Powerade | 4 drank water<br>2 drank Energade         | 2 drank water<br>1 drank coke<br>4 drank Powerade |
| Half time                     | 16 drank Powerade and water that was              | 1 drank coke<br>5 drank water<br>10 drank | 16 drank Powerade that was offered                |

|              | offered around                                                                  | Powerade                                                                                        | around                                                            |
|--------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| After a game | 6 drank beer<br>2 drank coke<br>3 drank water<br>5 drank Powerade<br>& Energade | 3 drank beer<br>2 drank coke<br>4 drank water<br>The rest left with<br>out drinking<br>anything | 5 drank beer<br>4 drank coke<br>5 drank Powerade<br>2 drank water |

Ladies 2nd side- 20 players, stats taken over a 3 week period during games

| Drinking Pattern During Games | Week 1                                                                                              | Week 2                                                                                                              | Week 3                                                                                             |
|-------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Before a game                 | 4 drank water<br>2 drank Powerade                                                                   | 3 drank water<br>5 drank Energade<br>2 Drank coke                                                                   | 1 drank water<br>1 drank fanta                                                                     |
| Half time                     | 16 drank<br>Powerade and<br>water that was<br>offered around                                        | 16 drank<br>Powerade and<br>water that was<br>offered around                                                        | 16 drank<br>Powerade that<br>was offered<br>around                                                 |
| After a game                  | 1 drank beer<br>2 drank water<br>5 drank Energade<br>The rest left with<br>out drinking<br>anything | 4 drank beer<br>2 drank coke<br>3 drank water<br>3 drank Energade<br>The rest left with<br>out drinking<br>anything | 3 drank beer<br>4 drank coke<br>6 drank Powerade<br>The rest left with<br>out drinking<br>anything |

Mens 2nd side- 20 players, stats taken over a 3 week period during games

| Drinking Pattern During Games | Week 1                                                                                     | Week 2                                                                              | Week 3                                                                    |
|-------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Before a game                 | 2 drank water<br>1 drank Powerade<br>1 drank Milo                                          | 4 drank water<br>5 drank Powerade<br>3 Drank coke<br>1 beer                         | 3 drank water<br>1 drank coke<br>5 drank Powerade                         |
| Half time                     | 16 drank<br>Powerade and<br>water that was<br>offered around                               | 16 drank<br>Powerade and<br>water that was<br>offered around                        | 16 drank<br>Powerade that<br>was offered<br>around                        |
| After a game                  | 3 drank beer<br>5 drank Powerade<br>2 drank Energade<br>1 drank Milo<br>The rest left with | 4 drank beer<br>2 drank coke<br>4 drank water<br>1 drank sprite<br>3 drank Powerade | 5 drank beer<br>1 drank Smirnoff<br>spin<br>4 drank coke<br>1 drank fanta |

|  |                       |                                          |                                                                               |
|--|-----------------------|------------------------------------------|-------------------------------------------------------------------------------|
|  | out drinking anything | The rest left with out drinking anything | 3 drank Powerade<br>4 drank water<br>The rest left with out drinking anything |
|--|-----------------------|------------------------------------------|-------------------------------------------------------------------------------|

## **Appendix E- Booze Patrol**

### **Booze Patrol**

by Matthew Lovell, DiplON, and Clinical Nutritionist

#### **it doesn't just make you Mr. Floppy in bed!**

It's late one Saturday evening in October and at a hockey club near you a group of men and women are seated around a section of tables. Lots of noise, 2 big clear jugs in the middle of a table containing a purple liquid - and it doesn't take long before one is empty and the poor soul who lost the 'matchbox game' has to buy another jug of....Snakebite! Later that evening you may be able to watch Jason demonstrates exactly how much of the stuff he has been able to put away as you see him rushing outside. Great fun to watch, great to take part in (well it seems to be at the time!), but not so great the following morning... not to mention the lack of performance with your other half were you probably fumbled around for a few minutes before snoring your head off. No change here eh!

We all like a drink from time to time but how this affects our performance and our health is a different matter. The obvious detrimental effects of alcohol on performance relate directly to the amount of alcohol drunk - yes you've heard it all before you say. Binge drinking is extremely bad for the health and performance of an athlete, and drinking more than 2 units a day will adversely effect performance and increase the risk of heart disease and most cancers. Long-term health risks aside, when we binge drink our capacity to regenerate type II muscle fiber (the fast twitch type) is compromised for up to 72 hours afterwards. This means less strength, less power, less performance, and a less aesthetic looking body. Alcohol is severely dehydrating, acting as a diuretic causing the body to loose water (for every pint drunk approximately 1/2 pint of extra water from the body's reserves is expelled, resulting in dehydration. A dehydrated athlete will perform poorly. As an athlete it is difficult enough to stay adequately hydrated without worrying about excessive alcohol consumption. Binge drinking or drinking to excess means you are likely to stand still in terms of fitness and lean tissue production for the 3 days following. Multiply that over a season and you can see the effects that this could have on your performance and your health as well as to the team.

So if you are a regular drinker and drink more than suggested guidelines or drink your total weekly allowance on one day of the week, the message is simple: JUST CUT DOWN. Yeah, yeah but its good fun and you can get lashed and sometimes laid - not that you remember - and you're young and wild etc Ok we understand but just try the following:

Never binge drink, especially 3 days before a big game  
Stick to no more than 2 units of alcohol each day (1 unit is either one measure of spirits, 1 125ml glass of wine, or 1/2 pint of lager)



Never drink on an empty stomach.

Try to consume one glass of water for each glass of alcohol - so it looks like you are drinking loads but you're not.

Have alcohol free days - especially before games.

Supplement your diet with the appropriate nutrients to ensure good detoxification and replenishment of nutrients lost during alcohol consumption such as plenty of vitamin C.

It's not all bad news though In France, alcoholic drinks in moderation seem to discourage heart disease, with the French enjoying a low incidence of heart disease despite a relatively high consumption of saturated fat. They seem to have an aversion to Snakebite though. However the take home message is that if you are already a moderate drinker you can continue to enjoy the potential health giving effects of alcohol consumption, whilst remembering that excessive drinking is particularly bad for your health and may cause liver disease and heart damage. If you do want to continue to pour the beer down your neck here's our guide to limit the damage:

Make sure you are adequately hydrated before you go out -

this means having consumed around 2 liters of water throughout the day.

This is particularly important if you have just been playing a match and intend to go out as a team afterwards. Weighing yourself before and after a game will tell you roughly how much water you have lost. As a general rule for each half a kilo of bodyweight lost aim to consume 500ml of fluids (ideally water but some fluid replacement drinks may be suitable).

Have a soft drink in the first round · Drink water in between each alcoholic drink

Drink plenty of fluids before you go to bed

Drink plenty of fluids when you wake up and before you reach for tea, coffee or juice

## **Appendix F- Red Bull**

### **Red Bull**

**what does Red Bull give you?**

by Matthew Lovell, DipION, and Clinical Nutritionist

***So many hockey players have adopted this drink and with the makers being a world-wide No1 seller of energy drinks there is a fair share of controversy surrounding it too- here's the story.***

***In 1999 an 18 year old Limerick University student collapsed after drinking 3 cans of Red Bull hours before playing in a basketball tournament. The coroner's jury, which recorded the death as a result of Sudden Adult Death Syndrome, called for immediate research into stimulant drinks and their possible side effects.***

***In hockey clubs and at tournaments played over the bank holidays players indulge in the trendy drink of 2001- Vodka and Red Bull. If you have an important game where you need to be alert then Red Bull will give you the smack around the chops to wake you up.***

Nursing a hangover - Red Bull gives you wings.

Absolutely knackered, but have to go out because you have made a commitment to someone- Red Bull livens you up. Red Bull is the world market leader and favorite non-alcoholic drink among younger people. Sales of the drink in Britain, which was launched in 1993, have reached 500,000 cans a day. This represents 30% of the energy drink market. The makers of Red Bull say that there was no evidence in the case of the student that had anything to do with the drink and they remain convinced that the product and its ingredients are safe.

Behind the scenes, British and American health and police authorities are increasingly worried by the cocktail of chemicals that are used in the make up of drinks.

Red Bull was developed by Dietrich Mateschitz; an Austrian who worked for Unilever in the 1980's and traveled extensively in the Far East. He claims that Asian colleagues drank a syrupy kind of drink before meetings to boost their awareness and concentration levels. According to the publicity machine, he saw a marvelous business opportunity staring him in the face. The story is that he got a pharmaceutical firm to produce a drink for sale in Asia, and then formulated a less syrupy version for the European Market.

Much of the comment about Red Bull has focused on the alleged origin of its contents, in particular Taurine. The truth is that it is an amino acid naturally

occurring in both human and animal bodies, but rumors circulated for some time that it came from bulls' testicles.

Another naturally occurring ingredient, glucuronolactone, was the object of a wide-spread e-mail 'dirty tricks' operation last year. Although there was no truth in the message's content Red Bull spent several thousands of pounds reassuring anxious consumers and fending off criticism. The message claimed that glucuronolactone was a stimulant manufactured by the US government and given to soldiers in Vietnam and that it had been banned later following evidence that its use caused migraines and brain tumors. According to the e mail, an article in the British Medical journal revealed these and other side effects and several European governments were reviewing the stimulant's safety.

Other ingredients include less caffeine than you would find in a cup of coffee, 4 vitamins (inositol, pantothenic acid. B6 and B12), and niacin or nicotinic acid.

The practice of mixing Red Bull with a variety of alcoholic drinks has also heightened publicity surrounding the stimulant drink. A city favorite is to mix Red Bull and Champagne, creating 'Chambull', while generally the approach is to add it to vodka, tequila or rum.

There is concern amongst doctors about mixing a caffeine based drink with alcohol and they believe that this is a sure fire recipe for disaster. Red Bull fans say that it's not the drink but the alcohol you mix it with.

The caffeine element of the drink gives the consumer a positive 'buzz'. Allied with the vitamin B complex ingredients, which promote the growth of yeast and bacteria, consumption of the drink creates a feeling of excitement and endurance. Many drinkers have described getting a 'hit' or 'jump start' from drinking Red Bull, while others have said that they had to stop drinking it because the product was making them 'jittery' and 'hyper'.

Company publicists counter any such claims by saying that the drink should only be used by those wanting energy or wanting to maintain their attention levels. American cans bear a marketing tag that it will be of benefit to 'world class athletes, busy professionals, active students and long distance drivers'.

There is gathering evidence that Red Bull could be addictive, the caffeine makes up would explain this. In parts of America where distribution of the drink is not uniform even cans of the drink exchange hands at prices well above the recommended price. This drink has become a cult drink not just amongst the sports people but also to clubbers and trendy bar people. It's very sweet and not that great tasting but the drink just keeps on selling. If it is addictive and it leads to hyperactivity and near psychosis, as growing numbers of consumers allege, then Red Bull is not a drink for the faint hearted.

## **Appendix G- Powerade**

### **Powerade**

Using many of the same marketing methods as Gatorade, the Coca Cola-owned Powerade line of sports drinks is also after a very similar demographic.

"Our special bulls eye target is the sports-minded teen market," said Chris Johnston, Coke's brand leader for non-carbonated beverages.

"They participate in sports at school and after school," he said. "They're out and they're active. When they need refreshment, they'll choose Powerade over a thick fruit drink or milk."

Nutritionist Sharon Gotlieb doesn't have anything against sports drinks like Powerade, if they're replacing pop, but is concerned if they're going to be replacing milk.

Targeting a slightly younger group than Gatorade, Johnston said, Powerade is attempting to capture a youthful, "edgy" feel. Their market, he said, likes the "edgy colours, edgy flavours and edgy names."

But Johnston also recognizes that the brand is after a wider overall consumer profile. "Broadly speaking," he said, the market is "anyone who is sports-minded. You don't have to be an elite athlete to be dehydrated."



## **Appendix H - Tasty boosters or waste of energy?**

### **Tasty boosters or waste of energy?**

#### **GILLIAN ANSTEY**

The experts agree: There's little point in knocking back fashionable sports drinks when water will do.

THEY are the trendiest drinks in town. But are sports drinks just a marketing gimmick? In the past four years, sports drinks have grown into a multimillion-rand industry in South Africa, with shop fridges stocking brands packaged in every colour of the rainbow. But sports science experts agree that no one needs a sports drink after a workout at the gym. Water is perfectly adequate - and it has no kilojoules. Sports drinks are carbo-loaded - putting back the kilojoules a workout is usually designed to get rid of. And they cost about R4 for a 500ml bottle.

*"A 250ml fizzy cool drink or a glass of water and seven jelly babies will give you the same energy as a 250ml sports drink,"* says Dr Paula Volschenk, a British-accredited sports dietician. Tim Noakes, professor of exercise and sports science at the University of Cape Town, says sports drinks have become a fetish in the US. *"I have seen joggers who are barely moving with sports drinks in their hands. They certainly don't need them."* Only those who do sustained exercise for two hours or more - like jogging, cycling or athletics - need sports drink to replace lost fluids and carbohydrates. For maximum absorption, they must be in a concentration of 6g to 8g of carbohydrate per 100ml of fluid.

Pure fruit juices are not the most suitable during strenuous exercise because their carbohydrate concentration is too high, but British Olympic Association experts recommend diluted fruit juice with a pinch of salt as a suitable sports drink. Besides water, carbohydrates and a touch of salt, most ingredients in sports drinks have no proven value. Noakes says manufacturers add these ingredients to their drinks with the aim of giving their product a *"marketing edge"* over rivals. Some ingredients, such as certain preservatives, could be harmful. But the long-term effects of consuming preservatives have not been established, according to Volschenk. Many sports drinks, among them Lucozade Sport, Isotonic Synergy and Supersport Accelerade, also contain the artificial sweetener Aspartame. Aspartame has been linked to epileptic seizures and brain tumors but its side-effects have to be tested further.

Noakes says the only way to distinguish a good sports drink is through personal preference. *"You're paying for the taste."* Claims that sports drinks are "isotonic" and that they "replenish electrolytes" are also shrouded in myths, say experts in the fast-developing fields of sports science and dietetics. *"Isotonic"* means the drink has the same number of molecules as blood. But, says Noakes, the number of molecules *"was thought to matter but it is relatively unimportant"*. Electrolytes are minerals such as sodium and potassium. In the past, says Volschenk, these were thought to help prevent cramping during exercise but this is no longer a certainty. *"These electrolytes could possibly help, but the extent of their benefit has not been established."* The marketing director for Energade, Hylton Cowie, strongly denied sports drinks were a marketing gimmick.

*"They are a performance enhancer in that they contain carbohydrates and sodium, for any form of endurance. They help replenish lost energy levels quicker. The industry has grown because instead of only sportsmen using them they have become a generally accepted beverage."*

## **Appendix I- Interviews**

Salma Barthram



**Name:**

Salma Barthram

**Nickname:**

Ouma

**International/ provincial/ county experience in playing, coaching, umpiring, manager:**

I played for the Namibian International side and I played for the Northern Transvaal Ladies B side.

**Do you drink Sports and Health drinks?**

Yes

**Do you have a brand preference?**

Yes

**If you have a preference, what is it?**

Powerade

**Why would you say is it important to drink sports and health drinks?**

I'd say it's important to drink sports and health drinks because you need to keep yourself hydrated during and after a hockey game, and to replace the salts and minerals you lost.

**Do you think sports and health drinks are here to stay or just a fad?**

Here to stay.

Nadia Du Plessis



**Name:**

Nadia Du Plessis

**Nickname:**

Scooter

**International/ provincial/ county experience in playing, coaching, umpiring, manager:**

Provincial schools hockey and softball, senior ladies Softball and Hockey

**Do you drink Sports and Health drinks?**

Yes

**Do you have a brand preference?**

Yes

**If you have a preference, what is it?**

Powerade

**Why would you say is it important to drink sports and health drinks?**

I don't know much about how they work, but they stop you dehydrating and renew your sugar levels so you can play better/longer.

**Do you think sports and health drinks are here to stay or just a fad?**

They were a fad in the beginning but now I reckon they're here to stay. Most likely coz we're all becoming much more health conscious and fitness focused



Graeme Baine



**Name:**

Graeme Baine

**Nickname:**

Jabba

**International/ provincial/ county experience in playing, coaching, umpiring, manager:** Provincial schools U/18 (hockey), Provincial U/21 indoor (hockey), senior provincial men's (hockey),

**Do you drink Sports and Health drinks?**

Yes

**Do you have a brand preference?**

Yes

**If you have a preference, what is it?**

Powerade

**Why would you say is it important to drink sports and health drinks?**

After playing a match especially at provincial level, you need to replace the fluid (water) and minerals you lost. At a tournament it is really important that you do this as you play more than one game a day and if you don't replace the fluid (water) and minerals you lost you will land up suffering from cramp and dehydration.

**Do you think sports and health drinks are here to stay or just a fad?**

Defiantly here to stay!!!

Sihle Ndamande



**Name:**

Sihle Ndamande

**Nickname:**

Top Deck

**International/ provincial/ county experience in playing, coaching, umpiring, manager:**

South African U/18 A side which competed in the Under 18 World Cup (2002),  
Provincial 21 indoor / outdoor; Provincial U/18 A schools and U/19 schools.  
Northern "Blues" North Trophy

**Do you drink Sports and Health drinks?**

Yes

**Do you have a brand preference?**

No, I buy what ever is cheaper

**If you have a preference, what is it?**

None

**Why would you say is it important to drink sports and health drinks?**

Increase glucose amounts in your body, increases energy available to use while exercising, and also replaces fluids lost through sweating.

**Do you think sports and health drinks are here to stay or just a fad?**

Here to stay.

Jon O'Hare



**Name:**

Jon O'Hare

**Nickname:**

N/A

**International/ provincial/ county experience in playing, coaching, umpiring, manager:**

US Men's National team from 1982-1995, coach keepers for both the Men's and Women's US Senior and Junior National teams as well as a number of universities in the United States

**Do you drink Sports and Health drinks?**

I usually drink water, but if I do drink a sports drink its Gatorade

**Do you have a brand preference?**

Gatorade

**If you have a preference, what is it?**

N/A

**Why would you say is it important to drink sports and health drinks?**

I think sports drinks are useful in replenishing electrolytes. This is important given the nature of the quantity of training that high performance athletes do and the extreme conditions they play and train in.

**Do you think sports and health drinks are here to stay or just a fad?**

Here to Stay

Rachel Durbin



**Name:**

Rachel Durbin

**Nickname:**

N/A

**International/ provincial/ county experience in playing, coaching, umpiring, manager:**

1993 Canberra Strikers (NHL) - and still going!

1996 Hockeyroos, Indira Ghandi Gold Cup

1998 Hockeyroos, Tour of Argentina

1999 Hockeyroos, Tour of Europe

**Do you drink Sports and Health drinks?**

Yes

**Do you have a brand preference?**

No

**If you have a preference, what is it?**

No preference

**Why would you say is it important to drink sports and health drinks?**

Aids recovery of the body when training and enables the athlete to train and perform more regularly

**Do you think sports and health drinks are here to stay or just a fad?**

Here to stay