



## Gatorade: The Thirst Quencher

### Listening Questions 1:

1. Where was Gatorade created?
2. What problems did the football players have?
3. What did the doctors find when they studied the players?
4. Why was the drink named *Gatorade*?

### Listening Questions 2:

1. In 2010, what was Gatorade's market share of the sports drink market in the US?
2. When did PepsiCo acquire Gatorade?
3. What is a "Gatorade shower"?
4. What does the Gatorade Sports Science Institute do?

## Transcript 1:

Gatorade may seem like a strange name for a sports drink, but it makes sense when you hear about its origin.

The drink was created at the University of Florida, where the sports teams are called the “Gators.” In 1965, one of the assistant coaches of the football team asked a team of doctors at the school why so many of the players were being affected by heat and heat-related illnesses during summer practices. The university is in Gainesville, Florida, where summer temperatures are often over 90° F (32 ° C).

The doctors found that the players were losing fluid and electrolytes through sweat and not replacing them. They also found that the players were burning through large amounts of carbohydrates and not replenishing them.

The doctors created Gatorade with a balance of carbohydrates and electrolytes to “aid” the players.

\*electrolyte = 電解液      carbohydrate = 炭水化物



## Transcript 2:

Over the years, Gatorade grew to become the dominant sports drink in the US with approximately 75% market share in 2010.

Gatorade has been the official sports drink of the NFL since 1983 and it has been owned by PepsiCo since 2001. In the NFL, there is an interesting tradition called a “Gatorade shower.” When a team wins an important game, it is common for players from the winning team to sneak up behind their coach and dump a cooler full of Gatorade on him.

The Gatorade Sports Science Institute was established in 1985 and researchers there study the effects of exercise, environmental factors, and nutrition on the human body. The research helps Gatorade develop new products.