

PRESS RELEASE

ASSIST Creative resources Ltd  
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## Because Taste Does Matter!

If you are an endurance athlete who regularly trains and competes in events more than 90 minutes in duration, then you'll probably know that trying to fuel for long-distance events, means taking on board more than just water.

Many endurance athletes use gel packs for an energy boost during a race. They energise you during activity with carbohydrates and electrolytes. But – and here's the problem – not all energy gels taste the same: some of them upset the stomach; some of them are hard to swallow; and some gels taste so awful, they just simply aren't palatable. And, if the essence of sports nutrition is portability, then shouldn't palatability also feature pretty high on the list?

CarboSHOTZ Energy Gels, Electrolyte Tablets and Energy Bars have one unifying feature – they have all been tested and developed under extreme conditions to ensure that they are totally usable during intense activity. Studies have shown that we become highly sensitive to taste after extensive exercise. As a result, what tasted good at the beginning of exercise will, two-plus hours later, taste sickly sweet and become unpalatable. Not with SHOTZ: its unique formula tastes better and is more effective the longer you train or compete.

When we eat even the most simple foods blood is redirected to the stomach to process, using vital time and energy. What differentiates the carboSHOTZ Energy Gel is that it is low in sugar, is gluten-free and does not contain any fructose: it is a simple formula and for good reason.

This means that SHOTZ sports nutrition can deliver the right combination of complex carbohydrate and minerals, but in a format that can be swallowed easily. Unlike other products that might taste nice but lack any real efficacy, SHOTZ nutrition products taste great and have a carefully balanced mix of carbohydrate, vitamins and electrolytes that can fuel you through the most demanding of events.

That's why we believe SHOTZ is the most portable, palatable and effective sports nutrition range on the market.

-ENDS-

**For more information about this press release**, please contact the media manager:

Mark Wilson  
Tel: 01733 810902 or 07773 772864  
[media.centre@assist.co.uk](mailto:media.centre@assist.co.uk)

For availability, please request that readers contact [www.assist.co.uk](http://www.assist.co.uk) Tel: 01978 664743

**For additional Shotz product information:** [www.assist.co.uk/brands/shotz](http://www.assist.co.uk/brands/shotz)

#### About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.

sportASSIST is a leader in sports technology distribution and much of its success is due to it being highly integrated into the manufacturers operations, enabling ASSIST to build long term partnerships with its key brand partners. ASSIST's current brand partners are: Timex Ironman, Timex sports & fitness measurement, Shotz sports nutrition, PowerLung respiratory trainers, Oregon Sports, Tanita professional & consumer body fat analyser scales, Cardiosport heart rate monitors, Harpenden skinfold callipers, Omron blood pressure monitors & pedometers. With more sports brands teaming up with ASSIST on a regular basis, due to a growing reputation for strong sales generating philosophies.

ASSIST creative resources Ltd was founded in 1992, incorporated in 1997, and today operates a global business, representing 20 plus international brands in the UK & European markets. ASSIST creative resources Ltd operates through seven highly focused and specialised divisions to deliver its unique sales distribution services for its brand partners.

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