



SPORTS NUTRITION DURING ACTIVITY

CRAFTED WITH PURPOSE

DURING



WHICH SPORTS NUTRITION IS RIGHT FOR ME?

**OUT FOR
LESS THAN 1 HR⁽¹⁾**



HYDRATION
DRINK

WHY: Generally, your body has all the energy it needs to perform for less than an hour.

**OUT FOR
LONGER THAN 1 HR**



CYCLING

RACE PACE⁽¹⁾



16-24 oz CLIF
Hydration Electrolyte
Drink

+



3 CLIF BLOKS
Energy Chews

(Recommended per hour)

WHY: Studies show endurance athletes generally perform better when they consume 30-60g of carbohydrate per hour. Energy chews, energy gel or a hydration drink are good options during intense activity.

LONG & STEADY^(2,3)



16-24 oz CLIF
Hydration Electrolyte
Drink

+



CLIF Organic
Energy Food
savory recipe

(Recommended per hour)

WHY: Working in a little bit of fat and protein in longer distances might help with GI issues and reducing muscle damage.



RUNNING

RACE PACE⁽²⁾



16-24 oz CLIF
Hydration Electrolyte
Drink

+



CLIF SHOT
Energy Gel

(Recommended per hour)

WHY: Running fast diverts blood from your digestive system to your moving muscles, which makes it harder for your body to process solid food. Therefore simple carbohydrates are a great solution since they are easily broken down and absorbed into your blood stream and available for quick energy. Energy gel, energy chews or a hydration drink are good options during intense activity.

LONG & STEADY⁽⁴⁾



16-24 oz CLIF
Hydration Electrolyte
Drink

+



CLIF Organic
Energy Food
sweet recipe

(Recommended per hour)

WHY: Some studies are starting to show a need for increased carbohydrates per hour for those endurance athletes running for longer than 90 minutes. Carbs in the neighborhood of 60-90g/hr seem to be the best for those runners.



OUTDOOR
ADVENTURES⁽¹⁾



16-24 oz CLIF
Hydration Electrolyte
Drink

+



CLIF Bar

(Recommended per hour)

WHY: These sports are generally not as aerobically intense, and consuming carbohydrates with some protein, fat, and fiber is likely to offer more sustained energy.

GENERAL RULES OF THUMB:



Stay hydrated. Ideally, hydrate with fluid containing carbohydrate and electrolyte to help your body absorb and retain the fluid.⁽¹⁾



Simple carbohydrates are ideal for intense activity since they digest quickly to provide energy for your working muscles.



For long and steady efforts, some protein and fat can usually be tolerated and might have benefit on performance.^(2,3)



Practice makes perfect: During activity, try interchanging CLIF SHOT Energy Gel, CLIF BLOKS Energy Chews or CLIF Organic Energy Food to give your body a variety of nutrients and help with palate fatigue. Test out the strategies above to develop a nutrition plan that works best for you.⁽⁴⁾

WHAT YOU EAT **BEFORE, DURING, AND AFTER** ACTIVITY
IS AN ESSENTIAL PART OF YOUR PERFORMANCE.

THE ABOVE RECOMMENDATIONS ABOUT WHAT TO EAT, WHEN, AND WHY ARE BASED
ON ENDURANCE ATHLETE EXPERIENCE AND SCIENTIFIC RESEARCH, BUT WE ALL
HAVE DIFFERENT NEEDS SO SEE WHAT WORKS BEST FOR YOU.

www.clifbar.com/find-your-favorite

Always seek the advice of a physician or other qualified health provider before beginning any physical fitness or health related activity

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