



SQUEEZY®

SPORTS NUTRITION

**BRAND
BOOK
2024**



SQUEEZY TOPICS

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OUR NUTR ITION PHILOSOPHY

FUTURE WAS YESTERDAY ...

Today we are one step further and we develop a Squeezy for the next generation. Our DNA and philosophy are state of the art - today as 30 years ago

Since 1992, the Squeezy brand has stood for uncompromising performance like no other. Admittedly, more than 30 years ago, there was virtually nothing in this field and we shaped a generation of endurance athletes with our understanding of sports nutrition.

So what is this Squeezy that has been around for over 30 years * and will successfully buck unfavorable trends with a new generation of products?

We all follow only too gladly the promises of sport food offerers. Everything is now vegan, highly compatible and increases performance and endurance immeasurably.

We would all be super athletes if that were true!

The truth is, many, yes, very many athletes have massive problems with tolerance, especially during longer endurance units, and that is in the nature of things. You can take advantage of this fact and conjure up with all sorts of hocus-pocus, other processes and ingredients or just claim it. To be expensive also helps, by the way, because expensive has to be good. Really?

In the development of Squeezy work the masters of reduction. We shine through minimalization, optimization, weighting and in the selection of maximum quality ingredients. We test our products with professional athletes, which must work under the highest and most persistent requirements in sports. Made in Germany.

That is our philosophy and nothing will change!

What is new, however, are sustainable production processes and packaging. But what is new above all are our Next Generation products, which, with further optimized formulas, take function and taste to the extreme in the spirit of the athlete and make nutrition in training and competition free of complications.



CEO Squeezy Sports Nutrition

* Productlaunch 1987

ADVANTAGES

OUR DNA

MADE FOR OURSELVES!

Let's be honest: If you were to make your own sports nutrition, would it contain things whose names you can hardly pronounce? Would you add ingredients that have no benefit or even irritate the stomach just because you can advertise them?

Probably not. And that's how we see it. Because we are also athletes ourselves, cyclists, runners, triathletes, trail runners. We want to enjoy our sport and eat delicious energy products without fear of incompatibilities - the same goes for recovery after sport.

That's pretty much what they all promise. However, a look at the ingredient lists of the products says something different.

With our guiding principle "**All the body needs, not more, not less. And with maximum compatibility!**", we are perhaps a little unsexy, from a marketing point of view. You'll look in vain for fancy words for pointless innovations at Squeezy.

Less is more, as the saying goes. Not always true, as we know. And it's not quite that simple, otherwise you could really make your own food. Omitting is a fine art, if function and compatibility are to take place at a high level. What makes our products and what they can do, we want to show you below.

Cards on the table, take your time!

Artificial and unnecessary ingredients

We reject anything that could in any way affect gastric tolerance. Flavor comes from natural sources.

Low concentration of dissolved particles

All our products contain a particularly low concentration of dissolved particles (low osmolarity). This guarantees very easy, fast absorption and provision of energy in the body. By the way, it works even if you are already slightly dehydrated, because it binds little water. A very important factor for many athletes.

Additional and unnecessary ingredients such as flavor enhancers and e.g. artificial sweeteners worsen and slow down the absorption significantly. In the worst case up to the blockade. This is the moment when your training/competition comes to an unpleasant end.

Multi-stage energy release

We primarily use a special maltodextrin blend with a proportion of short- and long-chain carbohydrate molecules and sugar that is tailored to the purpose. In some products we also use isomaltulose. This way we achieve a very constant energy release over a period of time that is easy for you to calculate. The exact mixture is of course secret, but it is particularly easy on the stomach.

Fructose

Fructose (fruit sugar) provides quick energy. However, some athletes do not tolerate fructose and therefore we always offer variants without fructose.

ADVANTAGES

OUR DNA

Isomaltulose

Some products contain isomaltulose, which can be consumed without problems by athletes with lactose intolerance and celiac disease. With isomaltulose a very constant energy supply can be implemented. If fructose intolerance is present, we recommend testing these products for tolerance in small amounts.

Sodium and potassium

A disturbance of the electrolyte supply can have serious consequences. Therefore, our products always contain the urgently needed minerals sodium and potassium. On hot days and long strains, we recommend to add Salt Tabs, if necessary.

Magnesium

Advertising says you need magnesium to be powerful and to avoid cramps.

The truth is: the amount of magnesium in the body's sweat is very low compared to sodium (salt). Moreover, we normally consume magnesium in sufficiently large quantities in our diet.

Magnesium affects the entire musculature, including the intestinal muscles. Therefore, its intake during exercise is quickly counterproductive and can lead to diarrhea.

Currently, magnesium is contained in our Protein Energy Drink and Liquid Energy.

Note: Cramps are usually caused by overstrained muscles, dehydration and sodium deficiency.

Artificial sweeteners and colorants

We use neither one nor the other in our Performance products.

Notes for vegans / vegetarians

All our gel and liquid products, as well as the energy drinks, are vegan, so we do not use any animal products for them. Not vegan are the Fruit Gums, the Protein Energy Bar and Protein Energy Drink, as well as Squeezy Athletic.

Amino acid values

In our product '100% Pure Amino' the name says it all. The product, which is manufactured according to the MAP® principle, is 99% metabolized. So don't be fooled by "premium products" that work with significantly less valence.

Water to the Energy Gel

Absolutely! All gels are hypertonic and must be diluted with water so that they contain the correct energy concentration per 100ml in the stomach and can be absorbed as quickly as possible. Even if they taste so delicious pure, drinking up is mandatory!

With our liquids you do not have to drink directly. However, you still need water to avoid dehydration.

Combination with third party products

Our products are all coordinated with each other. Of course, you can still combine them with products from other manufacturers. We will be happy to answer your questions personally.

SUSTAINABILITY

SQ GOES GREEN



THE ROAD TO SUSTAINABILITY

With our products, and we are absolutely aware of this, we are also part of the problem, especially at large events. With new ideas, we want to offer part of the solution.

Not everything we have come up with in the last 2 years can be implemented. Food and packaging regulations are sometimes a hindrance, new technologies are not yet certified and especially in the last 2 years it has been exceedingly difficult to reconcile raw materials, materials and contract manufacturers.

Nevertheless, a lot has happened: Our new energy gels are now filled in state-of-the-art monofilms that can be disposed of via the recycling collection system.

Since the beginning of 2024, our Liquid Energy products have also been available in the recyclable 1000ml refiller, enabling very sustainable, practical and spill-free energy intake with the new 150ml soft flask. With cost savings of up to 45%, the customer is king here.

Over the course of the year, all flavors in the gel range will also be made available in 500ml refill bottles.

In place of where we previously filled pressed pellets (tablets) in PET cans, cardboard bags made from partially recycled cellulose have now been used. The insert, which is necessary for technical and hygienic reasons, is a bio-plastic made of K-PET, based on organic sugar cane.

We now also package our powdered beverages in a can body made of organic sugar cane. The lid and measuring spoon will also be made of this material in the future.

As far as we can exert an influence, we strive to make supply chains and logistics as climate-neutral as possible and have also switched to recycling fillers and cardboard packaging for large-scale packaging and in the shipping area.

There is still a lot to do and we are aware of the responsibility as a sports nutrition manufacturer.

You can recognize our new products with sustainable solutions by the 'Squeezy goes Green' badge.

PER FORM ANCE

PERFORMANCE PRODUCTS FOR ENDURANCE
ATHLETES

PERFORMANCE

ASSORTMENT

THE ENERGY GEL

Squeezy Energy Gel was the first of its kind, worldwide. And to this day, it remains our most important product.

Our Energy Gel is highly effective, provides reliable and predictable energy from multiple carbohydrate sources as well as minerals (sodium, potassium) over a very straightforward period of time thanks to a finely tuned formula.

Thanks to numerous flavor variations, there is something for everyone, from sweet to sweet and sour, fruity, salty and hearty. There are also unusual flavors such as Tomato, Salty Caramel or Basic Formula, which will be available from spring 2023 - without additional flavorings.

What doesn't have to be in, isn't in. The focus is always on maximum possible compatibility. Vegan, free of lactose, gluten, artificial sweeteners and colorants. Optionally also without fructose.

Formulas with and without caffeine and optionally with isomaltulose and/or glucose for fructose malabsorption and fructose intolerance, make Squeezy Energy Gel tolerable for everyone.



Variants

Banana, Raspberry, Orange/Peach, Lemon, Salty Caramel, Tomato, Cola/Caffeine, Lemon/Caffeine, Basic Formula

Sachet 33g

1.95 Euro

12 sachets of 33g in display

19.90 Euro

Intake Sports

During exercise (2-3/hour)
All endurance sports like Running, Cycling, Triathlon, Cross-Country Skiing, etc.

Packaging

The packaging is made of a state-of-the-art, food-safe and recyclable monofilm. The tear off remains attached to the product.

PERFORMANCE

ASSORTMENT

DRINKABLE ENERGY GEL

When fast energy without additional water consumption is desired, our new Liquid Energy is the perfect solution. Significantly diluted and thus excellently consumable and yet with a similar amount of energy as our gels.

The same principle as the energy gels with new flavors such as watermelon.

Many athletes do not like sticky and highly concentrated gels and in some sports like (ultra) trail running or cross-country skiing the supply of water is also a bit more difficult. Squeezy Liquid Energy can be consumed without drinking afterwards, tastes very tasty and harmonious. The perfect solution also when no stop is possible and energy must be replenished urgently in competition.

The same specifications apply as for our Energy Gel. Developed for maximum tolerance under stress.

Vegan, with/without caffeine booster, always with the minerals sodium, potassium and magnesium. **Free** of lactose, gluten and artificial sweeteners and colorants.



Flavors

Raspberry, Watermelon,
Lemon/Caffeine

Sachet 33g
12 sachets of 60ml in display

2.40 Euro
25.90 Euro

Intake
Sports

During exercise (2-3/hour)
All endurance sports like
Running, Cycling, Triathlon,
Cross-Country Skiing, etc.

Packaging

The packaging is made of a state-of-the-art, food-safe and recyclable monofilm. The tear off remains attached to the product.

PERFORMANCE ASSORTMENT

DISPENSER AND REFILLER

Our best-selling gel variants are also available at a reasonable price in the environmentally friendly 500 ml refiller bottle and the reusable PET dispenser (125 ml).

We sell the refiller and dispenser duo individually. So you can always buy what you need with the refiller and have the contents of 4-5 gel sachets with you with the dispensers. This is enough for about 2-3 hours of use and is extremely practical and clean.

With the refiller's dosing aid, the gel can be poured into the dispenser without spilling. Put the lid and cap on and you're done. The dispenser cap ensures easy emptying without sticky fingers during sports. Wash out hot after use and use again and again.

The new Softflask comes with 2 valve caps for use with gels and liquids and is unfilled.

From spring 2024, we will successively offer all flavors of gels in the refiller.



Flavors

Lemon, Cola/Caffeine

Refiller (500ml)
Dispenser (125ml)
Softflask (150ml)

16.90 Euro
5.90 Euro
9.90 Euro

Packaging

The dispenser has been explicitly designed for reuse and is filled with the recyclable refiller made of PE.

Intake
Sports

During exercise
All endurance sports like
Running, Cycling, Triathlon,
Cross-Country Skiing, etc.

PERFORMANCE ASSORTMENT

LIQUID DISPENSER / REFILLER

Our Liquid Energy Refillers in combination with the previously introduced Softflask are brand new. A whopping 1000ml content provides a lot of energy and a saving of up to 45% compared to single sachets!

The unfilled soft flask holds 150 ml of liquid energy and releases it again without spilling thanks to the special valve.

A great solution, especially for runners and trail runners, who can stow the foldable flask easily and without pressure and thus refuel quickly and cleanly without having to drink more.

Three flavors are currently in the portfolio.



Varianten

Lemon/Caffeine, Watermelon, Raspberry

Refiller (1000ml)
Softflask (150ml)

23.90 Euro
9.90 Euro

Packaging

The softflask has been explicitly designed for reuse.

Intake
Sports

During exercise
All endurance sports such as
Running, cycling, triathlon, etc.

PERFORMANCE ASSORTMENT

THE ENERGY DRINKS

An ideal complement or alternative to our energy gels. Ideal for the water bottle on the bike or the flask while running. Super fast soluble, digestible and tasty.

Suitable for all phases of training and competition as a carbohydrate dispenser before and during exercise, as well as for quick replenishment - ideally within 30 minutes after exercise (we especially recommend Lemon BCAA for this).

All flavors are refreshing, not too sweet and with natural flavors, sodium and potassium.

Without colorants, artificial flavors and preservatives. Highly soluble in water and quick to prepare. Suitable for vegetarians.

The new variant **Basic Formula** is free of flavors as well as **fructose** and comes with a very fine, sweet-sour note. Mix your own flavors such as juices or syrups or enjoy Basic Formula pure. Unbeatable in terms of variability and compatibility.



Flavors

Basic Formula (Neutral)
Orange
Cherry
Lemon with BCAA

Packaging

As a product of the 'Squeezy goes Green' offensive, the new can body is made from sustainable organic sugar cane.

Basic Formula 650g
Alle other flavors 650g

15.90 Euro
16.90 Euro

Intake Sports

Up to 3x250ml / hour
During and after exercise
All endurance sports like Running, Cycling, Triathlon, Cross-Country Skiing, etc.

PER FORM ANCE

ASSORTMENT

THE TRUE ENERGY FRUIT GUM

Tropical taste with real function, these are our Energy Fruit Gums. Often copied, but never done right, because there is a relevant difference...

Fruit Gums are delicious and a great change during sports, because who does not like them? But be careful, because if they consist only of simple sugars, they are taken at the wrong time a fast ticking time bomb when the blood sugar level rises rapidly and no fast fuel is thrown after. That is the rule. We do it differently ...

Squeezy Energy Gums contain a multi-level energy source with maltodextrin and can be fully integrated into sports nutrition - not just just before the end! The important minerals sodium and potassium may not be missing as well, of course.

One bag of Energy Fruit Gum contains about as much energy as three sachets of Energy Gel and can be used in the same way. The ingredients dissolve already when sucking in the oral cavity.

Note: We recommend using the Fruit Gums at temperatures <25° C.



Bag with 100g
20 bags bundle with 100g

2.79 Euro
55.80 Euro

Intake
Sports

Before, during and after sports.
All endurance sports like
Running, Cycling, Triathlon,
Cross-Country Skiing, etc.

Packaging

New, fully recyclable film material
with significantly more fruit gums
than before.

PERFORMANCE ASSORTMENT

THE PERFORMANCE-BARS

Bars are a dime a dozen and many are delicious. But whether they are suitable for use in sports and are tolerable under stress is a completely different question!

Our energy bars are composed based on sports science and tested in professional sports for years to get a place in the assortment. All ingredients are well tolerated under continuous stress, soft, non-sticky and dissolve almost by themselves in the oral cavity. Long-term caffeine effect due to lipid encapsulation (Cherry+Caffeine).

Oatmeal, rice crisps, fruits and again multi-level carbohydrate sources make our bars - with or without caffeine booster - full-value and super-delicious energy dispensers that will convince you immediately.

We recommend taking them during calmer phases of training/competition and drinking 100-150ml of water afterwards.

Also ideal as a nutritional solution for ultra-running and particularly long endurance performances.



Flavors

Apple
Cherry/Caffeine

Bars with 50g
12 Bars Bundle, each 50g

1.99 Euro
23.88 Euro

Packaging

Cherry: currently still composite film
Apple: recyclable film

Intake
Sports

Before, during and after sports.
All endurance sports like
Running, Cycling, Triathlon,
Cross-Country Skiing, etc.

RE CO VERY

PRODUCTS FOR EFFECTIVE REGENERATION
AND STRENGTHENING AFTER STRESS

RE CO VERY

ASSORTMENT

PURE VEGAN AMINO ACIDS

After training is before the training! The importance of proper recovery initiation, preferably immediately after exercise, is often greatly underestimated.

It is also possible to take an inexpensive protein supplement after exercise. However, the process of metabolism is very time-consuming and takes several hours. Time, that the athlete does not have after a workout, he wants to get his regeneration going as quickly as possible.

100% Pure Amino is vegan and based on the Master Amino Pattern (MAP®). It is modeled on the functional principle of natural protein utilization in the body, which combines the 8 essential amino acids in a very specific ratio and metabolizes them to 99% (!) after ingestion. In contrast to preparations that are not based on MAP®, only 1% nitrogen waste is produced. This enormous advantage means a significant relief of intestine, kidney and liver and a very good tolerability.

Ideal for: Endurance sports with high protein requirements to prevent muscle cramps and pain, as well as effective regeneration after sports.



Tablets 100g / 100 Pcs.
Powder 200g

19.90 Euro
24.90 Euro

Intake
Sports

Before and after sports.
All endurance and strength sports.

Product-Info Page

[Squeezy.de/pureamino](https://squeezy.de/pureamino)

Packaging

Outer packaging partly made of recycled pulp. The insert, necessary for technical and hygienic reasons, is a bio-plastic made of K-PET, based on organic sugar cane.

RECOVERY ASSORTMENT

THE 'AFTER SPORTS SOLUTION'

With our MAP®-Aminos we already offer a fantastic recovery solution. The Protein Energy Drink complements this with building blocks to replenish energy stores and balance minerals, vitamins and proteins.

It's the mix that makes our protein-carbohydrate blend. The excellent ratio of protein to carbohydrates, combined with valuable vitamins and minerals, provides a top-notch recovery drink that is easy to mix with water or milk.

Unlike so many other products that only taste great with milk, you get a deliciously smooth and full-bodied chocolate flavor even with water that does not remind you of a sports drink.

Protein Energy Drink and 100% Pure Amino are our unbeatable double for the initiation of a perfect regeneration within the first 30 minutes after the end of the stress phase (open window effect).



Easily soluble Powder 650g

19.90 Euro

Packaging

As a product of the 'Squeezy goes Green' offensive, the new can body is made from sustainable organic sugar cane.

Intake
Sports

Immediately after sports.
All endurance and strength sports.

RE CO VERY

ASSORTMENT

THE DELICIOUS RECOVERY-BAR

Rich in proteins, vitamins, minerals and trace elements, the delicious recovery bar offers about the same values as 250ml of our recovery drink.

So if you prefer to nibble on a bar than to enjoy our chocolate drink, here is a great alternative with vanilla flavor and fine chocolate coating.

The bar is free of artificial sweeteners and colorants and has a low fat content. The protein and carbohydrate content, however, is high and makes the bar a candidate for the crucial 30 minutes after exercise - keyword "open window effect".



Bars with 50g
20 Bars Bundle, each 50g

2.39 Euro
28.68 Euro

Packaging

Laminated film

Intake
Sports

Immediately after sports.
All endurance and strength sports.

WEIG HT LOSS

WEIGHT TUNING PRODUCTS FOR
ATHLETES

WEIGHT LOSS ASSORTMENT

WEIGHT TUNING

Squeezy Athletic is a meal replacement for a weight-controlling diet. Ideal for athletes who want to maintain or reduce their body weight as part of their sport.

The starch is almost completely removed from the basic substance, whole wheat grain, in a patented 2-fold fermentation process. The result: valuable carbohydrates with a low glycaemic index (<20) and high-quality proteins plus vitamins, minerals and trace elements.

Replacing one of the daily meals in a low-calorie diet with Athletic helps to maintain weight after weight loss. Replacing two of the daily meals in a low-calorie diet with Athletic contributes to weight loss.

NEW Now with a new recipe (contains stevia as a sweetener) and in a new, resealable and recyclable freshness bag.



Flavors

Banana, Vanilla, Chocolate

Can per 495g

32.90 Euro

Packaging

Resealable and recyclable hygiene bag in cardboard packaging.

Intake
Sports

As a meal replacement.
Endurance and strength sports,
functional even without sports.

Product Info Page

[Squeezy.de/athletic](https://squeezy.de/athletic)

SPECIALS

SPECIAL PRODUCTS AND MERCHANDISING

SPECIALS

ASSORTMENT

MINERAL SUPPLY

Heavy physical exertion, especially in summer, leads to high sweat loss and thus also to the loss of minerals. Salt Tabs can be used to take targeted countermeasures.

Increasingly higher temperatures and solar radiation now make training and competition massively difficult. Therefore, situations with borderline electrolyte imbalances are no longer uncommon in endurance sports involving prolonged exertion and heavy sweating. A dangerous situation, because loss of performance is the least of the problems.

Our coated salt tablets are small and easy to consume with a sip of water without tasting salty. Sodium and potassium, taken in time, quickly compensate for impending deficiencies.

Tasteless design, no dispensable ingredients, vegetarian coated tablets.



Add. info

Product comes in 2024 in a new design

50 coated Tablets

11.90 Euro

Intake

During sports 2 tablets/hr.
Maximum 10/day

Sports

Endurance sports with high sweat loss

Packaging

Outer packaging partly made of recycled pulp. The insert, necessary for technical and hygienic reasons, is a bio-plastic made of K-PET, based on organic sugar cane.

SPECIALS

ASSORTMENT

TACX BIO-BOTTLES

Our first two organic bottles in 500 and 750ml from the market leader Tacx are here.

The "Red Edition" has made the beginning and comes with a red bar on a black background. Fits many bikes, but the inner values of the two bottles also convince:

Made from molecularly modified plastic with 20% recycled material, which has the same advantages as normal plastic, but is biodegradable. After their long life on your bike, the bio-plastic can transform into biogas and biomass and is absorbed without residue by nature. Unrestrictedly recyclable.

Both bottles offer a measuring scale on the side, convenient for mixing with drink powders. Large filling opening, making them easy to clean. Dishwasher safe.



500ml Bottle
750ml Bottle

3.90 Euro
3.50 Euro

KNOWLEDGE INSIDER

Squeezy - Buddy and Coach

Every year, and for decades, our CEO Roger Milenk is on tour at various sporting events and advises on nutrition topics. Because the right nutrition and use of sports nutrition can make a huge difference in sports. But we also share some of this knowledge in publications and info pages.

As a basis for a solid knowledge foundation, you can use our PDF "Basics and Myths of Sports Nutrition". You can find the free PDF on our website under "Knowledge" or click on the cover to download it. Currently only available in german language.



Questions and answers about Squeezy

Here you will find many frequently asked questions about our products and how to use them correctly.

The page will be updated from 2023. [\[LINK\]](#)

The truth about muscle and stomach problems

Well, over 50% of all muscle cramps, stomach and intestinal problems, performance slumps and DNF could have been avoided with a simple nutrition strategy.

Don't fall into the trap that has doomed millions before you. Do it right the first time.

In this [\(german language\)](#) video we explain how it works.

Is sports nutrition actually doping?

This question is a burning issue for many athletes. No product in our range is banned or prohibited as a doping agent in any sport. You can use them in training and competition with complete peace of mind.

By the way, all Squeezy gels, drinks, bars and the Fruit Gums are so safe with us that they are classified under food law as 'products of everyday consumption' and not as food supplements! Thus comparable to a cereal or crispbread!

I still have questions, who do I ask them to?

Well, us! Don't worry, we won't bite. Use our Facebook page and send us your question via Messenger. Or call us or send us a classic mail. You can find our contact details on the back cover of this brandbook.

THE SQUEEZY BRANDBOOK

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