



**YOU
NEED
FAST
ENERGY
- ON THE
LONG RUNS
TURN OVER - AND SEE HOW** 



**NEW
PRODUCT**





Which type of energy do you need

Maxim has a wide range of products that give you energy – on the go! These products are relevant for endurance exercise (>1,5 – 2 hours) at medium to high intensity – especially running and cycling. All products are easy to take with you when exercising and are easy to open and use during exercise. In the overview you can see which product is relevant for you, and how you should use it during your training or race.

	 ENERGY GEL 100 g	 ENERGY GEL 40 g	 GEL DRINK 60 ml	 HIGH ENERGY DRINK 160 ml
ENERGY	296 kcal / 100 g 296 kcal / pouch	296 kcal / 100 g 118 kcal / stickpack	145 kcal / 100 ml 87 kcal / stickpack	160 kcal / 100 g 256 kcal / pouch
CARBOHYDRATES	74 g / 100 g 74 g / pouch	74 g / 100 g 30 g / stickpack	36 g / 100 g 22 g / stickpack	40 / 100 g 65 g / pouch
TYPE OF CARBOHYDRATES	Glucose syrup (fast carbs for immediate energy)	Glucose syrup (fast carbs for immediate energy)	Glucose syrup (fast carbs for immediate energy)	Glucose syrup + maltodextrin (slow carbs for continuous release)
FOR WHOM	Road cyclists Triathletes Intensive team sports (time outs)	Runners Mountainbikers Road cyclists and Triathletes	Runners Mountainbikers Road cyclists Triathletes	Road cyclists Mountainbikers Triathletes
WHEN TO USE	During exercise, when in need of a fast energy boost (towards end race/training)	During exercise, when in need of a fast energy boost (towards end race/training)	During exercise, when you do not wish to bring/have water with you.	During exercise, when you do not have time to feed several times per hour (steep uphill, MTB)
HOW TO USE	Use 1/3 of the gel each 15-20 minutes. NB: Drink water or thirst quencher afterwards	Use 2 stickpacks per hour. NB: Drink water or thirst quencher afterwards	Use 1-3 stickpacks per hour. No water needed.	Use one pack per hour. Drink water or thirst quencher afterwards.
INTENSITY OF SPORTS	Medium - high intensity	Medium - high intensity	Medium intensity	High intensity
EFFECT	Immediate energy boost	Immediate energy boost	Immediate energy boost - no water needed	One pack gives you released energy for 1 hour
PACKAGING	Multiportion, reclosable pouch	Tear-off stickpack, ideal for gel belt	Tear-off stickpack, ideal for gel belt	One portion pouch with screwcap

