

Sports nutrition - this is how you get more out of yourself!

Find your very own sports nutrition strategy!

There is no way past the right sports nutrition strategy if you are chasing your personal best: the intake of the right nutrients at the right time is crucial. But a lot of sports enthusiasts are unsure when it comes to sport nutrition: what should I eat and drink? How much of it? And when?

PowerBar helps you take the next step! We provide you with respective guidance on what to eat and drink before, during and after your ride – based on scientific insights and more than 30 years of experience in sports nutrition.



Please note: everyone is different in this regard! It is important to go step by step to find the best individual nutrition strategy because the intensity and duration of the ride is key along with your individual tolerance.

Be mindful of our nutrition expert's tips!

No nutrition experiments on the day of competition

Nutrition shortly before and during exercise can influence a successful performance or drops in performance (in the worst case even a total performance termination). Do not try something new on race day! Meals, snacks and drinks in the last hours before the Ilkley race event should therefore be planned and tested beforehand. This can prevent unpleasant surprises. Additionally, food rituals and typically followed behaviours can give reassurance and feelings of security - a strategy to manage stress through nervousness and fear of competition.

Do's and Don'ts before the event

Keep in mind, that every athlete is unique and hence there is no one-size-fits-all nutrition strategy. In general, foods that are more difficult to digest (these especially include foods rich in fat and high in fibre) consumed in the last few hours leading up to the race increase the risk of gastrointestinal discomfort. It's therefore sensible to avoid salami snacks or fried potatoes / chips with sausages and co.

3-4 hours before the start, an easily digestible carbohydrate-rich meal helps to replenish the body's energy tanks (glycogen stores). For example, easily digestible breakfast cereals with banana slices and yoghurt (if dairy products are well tolerated!), pasta with low-fat sauce (e.g. tomato sauce with a little parmesan), or white rolls with honey or jam or low-fat cold cuts are recommended. Be sure to drink

sufficient fluids (approx. 5-10ml fluid per kg body weight)! The closer towards the race you get, the smaller the portions should become. Within 60 minutes before: carbohydrate-rich snacks such as rice cakes, white raisin rolls, sports bars, gels or carbohydrate gums (e.g. PowerGel Shots) with sufficient fluid (approx. 100-300ml) can support optimal preparation.

Put a bottle in your bottle cage

Fill your bottle with fluid, so you can drink a few sips if needed. Isotonic carbohydrate electrolyte drinks provide not only fluid, but also electrolytes and carbohydrates. Did you know, that carbohydrates can also improve performance without 'actually' swallowing them? Rinsing the mouth for several seconds with a carbohydrate solution activates certain receptors in the oral mucosa. This results in a stimulation of the central nervous system in the brain, which can have an immediate performance enhancing effect. Keeping carbohydrate containing drinks in your mouth for longer can therefore be quite useful – especially during intense exercise (around 60 minutes), where the glycogen stores are not performance limiting and therefore carbohydrates aren't necessarily required as 'actual' energy suppliers. (please note: For events shorter than 30 minutes, there is no evidence for any benefit from carbohydrate intake.)

Look forward to great prizes at the Ilkley Cycle Races!



PowerGel Shots Raspberry will be the top prize after the Ilkley Cycle Races – to help you fuel your next races!

- Easy to portion carbohydrate gums with C2MAX Dual Source Carb Mix
- **C2MAX Dual Source Carb Mix** contains a 2:1 ratio of glucose and fructose source
- 5 shots deliver about the same amount of carbohydrates as 1 conventional PowerGel®
- Unique taste with liquid gel filling
- No artificial flavours or preservatives (by law)

PowerBar wishes you the best of luck during the Ilkley Cycle Races!