Student Senate Resolution 2015-134

Title: A Resolution Recognizing the 50th Anniversary of Gatorade

Author: Senator Keith Saint, Max Klein

Sponsors: Senator Daniella Saetta, Senator Susan Webster, Senator David Bell, Senator Chris Boyett, Student Body Vice President Kevin Doan, Information and Communications Chairman Sean Carey, Judiciary Chairman Jason Richards, Senator Carter Long, Senator Ben Weiner, Senator Drew Baker, Senator Austin Champoux, and Senator Denae Campanale

WHEREAS, Gatorade was originally formulated in 1965 by a group of scientists at the University of Florida College of Medicine at the request of members of the University of Florida football team coaching staff; and,

WHEREAS, the scientists that led the effort in creating the original beverage were Dr. Robert Cade, Dr. Dana Shires, Dr. H. James Free and Dr. Alejandro de Quesada; and,

WHEREAS, the product became available to consumers in 1967 with great acceptance; and,

WHEREAS, Gatorade presently has 46% market share of the sports drink market across the world according to reports by Euromonitor International1; and,

WHEREAS, the Gatorade Sports Science Institute was created in 1985 to conduct further research and provide education on sports-related science; and,

WHEREAS, Gatorade was acquired by PepsiCo, Inc. when the Quaker Oats Company was purchased by PepsiCo in 2001; and,

WHEREAS, the company still funds research and development into new products to aid individuals in maintaining performance levels during recreational and athletic activity; and,

WHEREAS, September 9, 2015 commemorated the 50th anniversary of Gatorade; then,

THEREFORE, LET IT BE RESOLVED that the University of Florida Student Senate commemorates Gatorade for its 50th anniversary and thanks The Gatorade Company and PepsiCo for their continued dedication to sports-related performance research and education.

Proviso: A copy of this resolution shall be sent to Michael L. Good, M.D., Dean of College of Medicine; James Carter, Ph.D., Director of Gatorade Sports Science Institute; Susan D. Wellington, CEO of The
Gatorade Company; Indra K. Nooyi, Chairman and CEO of PepsiCo; Albert P. Carey, CEO of North American Beverages for PepsiCo, Oswald Barckhahn, President of North American Nutrition for PepsiCo; and Jon Banner, Executive Vice President of Communications for PepsiCo.

1http://www.forbes.com/companies/gatorade/

[Signature]
Davis Bean
Date
Senate President