

EVOLUTION OF THE BOTTLE



1965

Gatorade is invented in Dr. Cade's lab.



1967

Gatorade is first sold in massive 46-ounce cans, quickly followed by 32-ounce bottles.



1989

Drink boxes debut, as does the 64-ounce plastic bottle.



1991

The 128-ounce bottle.



1993

The 32-ounce bottle.



1995

The sports bottle, at 24 ounces.



1996

The sports bottle gets a redesign.



1997

The 20-ounce bottle.



1998

The 24-ounce E.D.G.E. bottle—the first ergonomically designed sports bottle.



2002

The 12-ounce All-Stars bottle.



2004

The E.D.G.E. bottle gets a redesign.



2008

The Tiger Focus bottle, at 16.9 ounces.



2009

The current 32-ounce bottle with modern "G" branding.



2013

The sleeker Gatorade Thirst Quencher bottle, designed with insights from athletes.

