



FMI Associate Member Search Results

This search was performed on 05/29/2026 at 04:50 PM

If you find information that needs to be updated, please email membership@fmi.org.

FMI
251 18th Street S., Suite 1200
Arlington, VA 22202
Phone: 202.452.8444 | Fax: 202.429.4519

BODYARMOR | POWERADE

Address: 17-20 Whitestone Expy
Ste 402
Whitestone, NY 11357-3000

The logo for BODYARMOR, featuring the word "BODYARMOR" in white, uppercase, sans-serif font on a red rectangular background.

Tel: 718-357-7402

Website: <https://www.drinkbodyarmor.com/>

Email: jserventi@drinkbodyarmor.com

Products / Services: Beverages

Company Description: BODYARMOR is a premium, sports drink that provides superior hydration. Created in 2011 by Mike Repole, BODYARMOR is packed with electrolytes, coconut water and antioxidants. Low in sodium and high in potassium, BODYARMOR contains natural flavors and sweeteners and no colors or dyes from artificial sources. In 2017, BODYARMOR launched BODYARMOR LYTE, which has all the same nutrients as BODYARMOR Sports Drink but has no sugar added and only 20 calories per bottle; and BODYARMOR SportWater, a premium sport water created for those with an active lifestyle with a performance pH 9+ and electrolytes for sport.

Primary Contact: Mr. Federico Muyshondt
Chief Executive Officer

Brands: BODYARMOR SportsDrink, BODYARMOR LYTE, BODYARMOR EDGE, BODYARMOR SportWater
