



21 SEPTEMBER 2025

Conquer the Bay. Celebrate without Regrets.

If you're running City-Bay this year — first up, hats off to you.

21.1, 12, 6 or even 3km isn't a jog in the park, it's a proper challenge, and you've been putting in the work.

When you cross that finish line, your body's going to need more than a pat on the back. It's going to be looking for a way to restore fluids, replenish electrolytes, and just... feel human again. That's where we'll be waiting.

Posca Hydrate is a sparkling elixir with a history that goes back 2,000 years, when Roman gladiators and farmers alike used a vinegar-based elixir to rehydrate and recover. We've brought that idea into the modern world; zero sugar, no artificial ingredients, 4 key electrolytes, and a dose of gut-friendly red wine vinegar.

It's hypertonic, which means it delivers a steady hydration profile to help you recover without the crash you get from sugary sports drinks. Think of it as your recovery companion; crisp, bracing, and a little bit different.

It's also sparkling so you can celebrate your run with bubbles – just warn your friends before shaking up your can and spraying everywhere podium style!

We'll be at the City-Bay finish line with free samples in Grape, Yuzu, and Pineapple. Come say hi, grab a can, and raise a toast to your run. You've earned it.

See you there,

Team Posca



Hydration without regrets

Zero sugar. No artificial stuff. Just electrolytes, red wine vinegar, and flavour worth running for.

The OG sports drink

Replacing sweat since 200 BCE. Loved by gladiators, embraced by modern runners.

Three bold flavours

Grape. Yuzu. Pineapple. Pick your champion.

[Discover Posca Hydrate](#)

City-Bay Fun Run

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