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<http://news.mohe.gov.my/2018/01/16/uthm-owns-official-sports-drink-barracuda/>

UTHM owns official sports drink, Barracuda

[SyarifahNorrasyidah Syed Mohri](#) 23 hours ago [Universities & Colleges](#) 601 Views [0 Comments](#)

Universiti Tun Hussein Onn Malaysia's (UTHM) award-winning rowing team, UTHM Barracuda, is the first university's sports team with their very own self-named official drink.

The team's official drink, Barracuda, is an isotonic drink which is produced in collaboration with a local company, Muar Coffee.

It was recently launched during UTHM Barracuda's 10th year anniversary and officiated by Muar Coffee's director, Datin Hasmalalili Zainudin, at Landmark Hotel on 22nd of December last year.



Shaid Bin Jaffar, UTHM's Watersport Coordinator, said that the product is inspired to help generate funds for the team's training sessions and participation in competitions.

"The rowing team regularly goes through rigorous hard training to maintain their gold streak in competitions," Shaid said during an interview with Higher Education Today.

“The trainings and competitions are very costly and majority of the times students had to use their own money for them,” he added.

Muar Coffee approached the team to produce an isotonic drink by using the team’s brand because they want to help them generate their own funds.

A percentage of the sale of the drinks will be funded directly to the team.

The isotonic drink is available for sale at UTHM’s Sport Centre and also Muar Coffee outlets.

It is also set to be one of the official sponsors of Malaysian Games (SUKMA) 2020 in Johor.

Team manager, Shaid Bin Jaffar, with the UTHM Barracuda’s official isotonic drink. Photo courtesy UTHM

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