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MEDIA RELEASE

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HEADLINE: Gold Coast headquartered sports nutrition brand Fixx Nutrition expands into the United States

Gold Coast, Australia - All-natural sports nutrition brand [Fixx Nutrition](#) today announced an exclusive distribution partnership with America's leading eCommerce marketplace for endurance athletes nutritional needs, [The Feed](#).

This distribution deal will see Fixx Nutrition gain access to one of the largest providers of nutritional supplements for endurance athletes in the world as it prepares to launch into the United States.

Specifically intended to cater for endurance athlete's nutrition needs, The Feed provides an ideal fit for Fixx Nutrition to expand into the United States with its focus on meeting the nutritional requirements for those participating sporting events - pre, during and post activity.

For FIXX Nutrition Co-Founder Jan Buchegger, this partnership represents a significant milestone for the business as it continues its global expansion.

"This partnership with The Feed represents one of the most significant milestones for Fixx Nutrition as a business since our inception as it provides us access to the world's single largest marketplace for endurance athletes, the United States," said Mr Buchegger.

"With this step, Fixx Nutrition truly becomes a global sports nutrition brand as we seek to establish ourselves as the leading provider of sports supplements for endurance athletes - both amateur and professional. We are already experiencing significant enquiries from the United States and we predict that this new distribution deal will see our sales and growth volumes significantly expand as we gain access to a whole new market.

Fixx Nutrition was founded in 2017 by Michelle and Jan Buchegger following the sale of their previous business, food manufacturer and supplier Fehlbergs Fine Foods, to Australian food giant Riviana. A late-night phone call to procure some pickle juice from a leading sports scientist for athletes in his care was the impetus for Jan and Michelle to enter the sports nutrition category.

Following this call, they embarked upon a journey to trial the benefits of using a humble jar of pickle juice to improve athlete performance. [CrampFix](#)® was the end of this journey and is now its signature product, offering fast relief from muscle cramps. They began testing their specially formulated, all-natural pickle juice concoction on a team of professional rugby union players, with the aim of lengthening their on-field performance time by eliminating muscle cramps.



Fast-forward to today and CrampFix® is sold in 1000+ retailers in Australia. Professional sporting teams using CrampFix® include the New Zealand, England, and Pakistan cricket teams, the Wallabies, UK Football, and the Springboks, as well as many professional and amateur athletes and individuals from sporting codes as diverse as cycling, AFL, NRL, running, and Triathlons, to name a few.

This emphasis on all-natural products using only natural ingredients, twinned with the transparency of what is used in each Fixx Nutrition product, has made the brand a favourite for amateur and professional athletes alike.

According to Fixx Nutrition Co-founder and Chief Growth Officer Michelle Buchegger, all Fixx Nutrition products use an all-natural formula with a clear focus on providing surety around ingredients and quantities - a factor that the brand will be heavily promoting on The Feed.

“As keen athletes ourselves we know the importance of ensuring that people know what they are consuming as even the slightest variance can cause issues come race-day,” said Ms Buchegger.

“We are excited about showcasing how our products can improve athlete performance, while at the same time providing our customers all-natural ingredients, providing rapid relief from cramping and helping to fuel anyone seeking to achieve their sporting goals.”

About Fixx Nutrition:

Fixx Nutrition offers a range of all-natural, functional nutrition solutions, all are made in our own Burleigh Heads based manufacturing facility in Queensland, Australia. We're driven by an obsession to innovate and offer our customers highly effective products that help improve their lives.

Founded in 2017, offering customers highly effective all-natural products that will help improve their lives. All products are developed and manufactured in their Burleigh Heads-based HACCP-accredited production site in Queensland.

CrampFix is our signature product which offers very fast relief from muscle cramps. Originally developed for professional rugby players, CrampFix is sold in 1000+ retailers in Australia and is exported to 15 countries. The sports range is used by many professional teams, including the Wallabies, UK Cricket & Football, and the Springboks. The range also includes a product for rapid relief of non-exercise-related muscle cramps.

In November 2020, we broadened our product range with the development and launch of a sports fuel range for endurance athletes. Fixx Nutrition was recently appointed as Official Sports Nutrition Partner for the iconic Gold Coast Marathon beginning from 2022. They were also named the official nutrition partner of the Canberra Times Marathon Festival from 2022.

To learn more, visit fixxnutrition.com

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