



FOR IMMEDIATE DISTRIBUTION

MEDIA ALERT

Wednesday 20th August 2025

HEADLINE: Fixx Nutrition launches market-leading recovery drink to help athletes rebuild, refuel and repeat

Leading Australian sports nutrition brand Fixx Nutrition is launching a market leading recovery drink, the Fixx Protein X Recovery Shake for athletes, as part of its mission to help sports people around the world recover smarter and go further.

Offered in both chocolate and vanilla flavours and developed to provide athletes an optimal blend of protein, amino acids, carbohydrate and electrolytes; the Fixx Protein X Recovery Shake helps people recover, rehydrate, restore glycogen and repair muscle after long training sessions or competitive events.

For Fixx Nutrition Co-founder, Jan Buchegger the brief for this new product was a simple one, to help athletes recover faster and each individual ingredient was selected to help fulfil this goal.

“Our mission for Fixx Protein X was quite simple really, to help amateur and professional athletes alike rebuild, refuel, and rehydrate after big sessions - so that they’re ready to go again, faster,” said Mr Buchegger.

“With this brief in mind we went to work to identify and put together ingredients that would fulfil this aim, while at the same time adhering to key Fixx Nutrition principles around the all-natural, gut-friendly nature of our products. We have combined protein, carbohydrates, electrolytes, BCAAs, and L-Glutamine (amino acids) to provide everything the body needs after a big run, ride, or race.”

Known for its all-natural, vegan-friendly and gluten-free range of products created at its Burleigh Heads headquarters, Fixx Nutrition is building a global reputation for the efficacy of its nutritional supplements that support sustained athletic performance.

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, and across the globe - recently launching in the US via the world's leading sports nutrition website, [The Feed](#).

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.

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

For all media enquiries, images, or interviews, please contact Michelle Buchegger e michelle@fixxnutrition.com / m + 61 (0) 405 199 708

FIXX[®]
NUTRITION
ENDS