



FOR IMMEDIATE DISTRIBUTION

MEDIA RELEASE

Tuesday, 5th April 2022

HEADLINE: Fixx Nutrition named official nutrition partner of the Canberra Times Marathon Festival 2022

Queensland headquartered nutrition and wellness company Fixx Nutrition is proud to be partnering with this weekend's [Canberra Times Marathon Festival 2022](#) as its official nutrition partner.

Founded in 2017 by passionate athletes Michelle and Jan Buchegger, Fixx Nutrition provides a healthy, natural alternative to sugar-laden energy drinks for people seeking to rehydrate, prevent and relieve cramping during exercise activities.

Both founders are passionate athletes committed to ensuring that their product range is derived from all-natural, ethically sourced, and Australian-made products.

Fixx Nutrition's signature CrampFix product range, a scientifically designed formulation inspired by an age-old cure for cramps - pickle juice, is fast becoming a category leader in its field, within Australia and around the world.

According to Fixx Nutrition co-founder Jan Buchegger, partnering with one of the country's leading running festivals is exciting on both a personal and professional level.

"As passionate amateur athletes, we are excited to see partner with one of the country's major running festivals the Canberra Times Marathon Festival 2022," Mr Buchegger said.

"Our [FIXX Nutrition Fuel X](#) product has been specifically formulated with the right blend of electrolytes and the right quantity and type of carbohydrates to keep runners energised and well hydrated. Importantly, all of our products are produced in Australia using natural ingredients - providing both the amateur and professional athlete surety around the provenance and nature of what they are ingesting."

Prior to starting Fixx Nutrition, Jan and Michelle ran food manufacturer and supplier Fehlbergs Fine Foods, before they sold it to Australian food giant Riviana.

While running this business, they discovered the demand for pickle juice from athletes seeking cramp relief and used this insight to found Fixx Nutrition, with a core focus on using natural ingredients to create world-leading sports and dietary supplements.

In the past 12 months, it announced an Australia-wide distribution deal for its products with Woolworths Supermarkets, bringing its retail presence to over 1,000 stores nationally, and on top of its partnership with this weekend's Canberra Tomes Marathon Festival it is also becoming the official sports nutrition partner for one of Australia's largest marathons, the [2022 Village Roadshow Theme Parks Gold Coast Marathon](#).



For Jan, the company's focus is now on capitalising on the growing interest in their product range, particularly CrampFix - a product firmly in the global spotlight as more athletes use pickle juice formulations to relieve cramping.

"What is happening is growing awareness that our product formulations present as a healthy, natural alternative to sugar-laden energy drinks for people seeking to rehydrate, prevent and relieve cramping during exercise activities," said Mr Buchegger.

"We see our products and ability to leverage off the Gold Coast brand as a health-conscious location as a major selling point particularly in the US market, and we are now focusing on expansion into the College athletics and professional sports in the world's largest consumer market."

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, we focus on innovation, offering customers highly effective 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 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

ENDS