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**MEDIA ALERT**

**Tuesday, 27th September 2022**

**HEADLINE: Fixx Nutrition to help athletes compete in one of Australia's toughest endurance events**

One of Australia's leading sports nutrition brands Fixx Nutrition is partnering with one of the toughest endurance sports events in the country this October, the [Ultra-Trail Australia race by UTMB](#).

Located in New South Wales Blue Mountains region, the event will see competitors take part in trail races covering distances spanning from UTA11km, UTA22km, UTA50km and UTA100km from the 27th to the 30th October.

Fixx Nutrition is a proud event partner for the Ultra-Trail Australia race, an event that company Co-founder Michelle Buchegger believes exemplifies the kind of challenges that its customers love to embark on.

"This event is without a doubt one of the most challenging of its kind held on the Australian continent," Ms Buchegger said.

"The entire Fixx Nutrition team is so proud to support it as represents the type of endurance challenge that our CrampFixx and FuelX products are developed for in terms of helping people seeking to go to the edge of their physical limits. We are looking forward to being in the incredible Blue Mountains in late October to support the athletes and the Ultra-Trail Australia team and meet with our friends from the ITMB World Series who organise these events around the world."

Fixx Nutrition offer a range of all-natural, functional nutrition solutions, made in Burleigh Heads, Queensland Australia.

Its signature products are CrampFix which offers very fast relief from muscle cramps, its all natural endurance formula Fuel X and their unique ColdBrew Espresso Shots.

Their products are used globally by elite sporting teams including the Wallabies, UK Cricket and Football and the Springboks.



### **About Fixx Nutrition:**

Prior to starting Fixx Nutrition, Jan and Michelle Buchegger 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.

Founded in 2017, Fixx Nutrition focuses 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.

In the past 12 months, Fixx Nutrition announced an Australia-wide distribution deal for its products with Woolworths Supermarkets, bringing its retail presence to over 1,000 stores nationally.

Jan and Michelle are driven by an obsession to innovate and offer their customers highly effective products that help improve their lives.

CrampFix is their 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.

Fuel X is their fast-growing product range that prevents dehydration by replenishing vital electrolytes and keeping athletes energised with the right amount of carbohydrates to prevent cramping.

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.

Fixx Nutrition are proud to support the local community and were recently appointed as Official Sports Nutrition Partner for the iconic Gold Coast Marathon from 2022.

To learn more, visit [fixxnutrition.com](http://fixxnutrition.com)

### **ENDS**

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