



FOR IMMEDIATE DISTRIBUTION

MEDIA ALERT

Tuesday, 8th November 2022

HEADLINE: Sports nutrition brand Fixx Nutrition expands its national reach with 99 Bikes partnership

Leading Australian-headquartered and made sports nutrition brand Fixx Nutrition, is expanding its national reach after signing a distribution partnership with one of the country's largest bicycle retailers 99 Bikes.

For Fixx Nutrition Co-founder Michelle Buchegger, this partnership caps off an incredible year of commercial and brand growth for the company as it seeks to support the athletes and events it is passionate about.

"Our retail partnership with 99 Bikes will see us supplied across their main stores and eCommerce platform Australia-wide and is a testament to the growing customer demand for all-natural functional nutritional products," Ms Buchegger said.

"It is an incredible way to cap off a 24-month period that has seen us achieve growth via our eCommerce store while signing significant physical retail deals with market leaders like Woolworths. For us, as passionate amateur athletes, one of the most exciting elements about our commercial growth is that it gives us the ability to support major sporting events (incl. the 2022 Village Roadshow Theme Parks Gold Coast Marathon, The 2022 Canberra Times Marathon, and the Ultra-Trail Australia race by UTMB) allowing us to give back to the sports community that we love."

99 Bikes will sell Fixx Nutrition's CrampFix® and Fuel X product ranges nationally. 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.

According to Michelle, Fixx Nutrition's commitment to providing all-natural, Australian-manufactured products is the most vital ingredient to the company's ongoing growth.

"For both Jan - husband and fellow Fixx Nutrition Co-founder, Jan Buchegger - and I, it's incredible to work with partners like 99 Bikes that are as passionate as we are about supporting their customers achieving their physical goals," said Ms Buchegger.

"We truly love working with partners passionate about improving people's well-being through sports. We are also looking forward to continuing to educate people about the benefits of the all-natural Fixx range and provide people with more choices with what they put into their bodies when it comes to supplements."



“We love working with people who share our passion for improving community well-being through a healthy lifestyle. We look forward to further strengthening our partnership with 99 Bikes as we seek to provide people with more and more choices when it comes to all-natural, highly effective sports nutrition products.”

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 24 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.

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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 is 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



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