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MEDIA RELEASE

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HEADLINE: Queensland headquartered wellness company experiences significant global growth by nutritionally supercharging amateur and professional athletes alike

Queensland based health and wellness company Fixx Nutrition are finishing 2022 at an all-time high, having undergone significant annual growth due to unprecedented consumer demand for their premium nutritional supplements.

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

The Fixx Nutrition strategy over the past 12 months has incorporated the successful implementation of its worldwide expansion plans, with its products now being sold in 15 countries across Australia, Asia and North America.

2021 v 2022 calendar year growth is 33% for the company due to local market increased distribution through sports retailers and direct online sales.

“2022 has certainly been an incredible year for us on many levels and we are grateful that our nutritional supplements are the number one choice for athletes from world-class sporting teams such as the Wallabies, UK Cricket & Football, and the Springboks, to local grassroots teams and athletes alike,” Fixx Nutrition co-founder Jan Buchegger said.

“We attribute our success to only using nature’s finest ingredients to fuel our customers and we are so proud that the world’s top athletes entrust us to power their sporting and recovery efforts on and off the field,” Ms Buchegger said.

2023 will see further increased growth as the company expands their manufacturing facility in Burleigh, Heads, Queensland. The additional space will allow more space for storage of raw materials, packaging and finished goods plus improved warehousing and logistics for their online sales division.

This larger space will see their manufacturing capacity increase by at least 100%, allowing them to increase their batch sizes and focus on exporting internationally, particularly to US and Korean markets.

Early 2023 will see Fixx Nutrition launching two new product ranges that complement their existing sports endurance nutrition range.



30 separate SKUs in total (or 3 categories/ranges CrampFix, Endurance Fuel & ColdBrew Espresso) will be manufactured using some new machinery which is currently on order and due to be commissioned early in the new year.

This new machinery will enable Fixx Nutrition to broaden their packaging options along with improving existing packaging with the CrampFix range.

“We’re super proud to offer an Australian Made brand that is not made by subcontractors like most other nutrition products. We have complete control over ingredients, quality and processing, eliminating contamination risks and allowing flexibility,” Ms Buchegger said.

Fixx Nutrition has a loyal following domestically, with exclusive Australia-wide distribution for its products with Woolworths Supermarkets. Their retail presence sits at over 1000 stores nationally to date.

“A major growth driver this year was the market acceptance of our new endurance nutrition brand - reviews and feedback have been overwhelmingly positive bringing repeat customers which is so rewarding. We love seeing the amazing sports our customers undertake and the goals they achieve while using our products - from 100km ultra runs to Ironman to 4 day adventure racing,” Ms Buchegger said.

Building strong community relationships is at the forefront of the Fixx Nutrition strategy and they are delighted to have formed a new business relationship and distribution deal with Australia’s prestigious cycling chain, 99 Bikes.

“It is such an honour to work with the incredible team at 99 Bikes and we really value these precious business partnerships and the wonderful people involved,” Ms Buchegger said.

Marathon partnerships have also been an integral element to their success, with Fixx Nutrition aligning with the most prestigious running events around the country.

This year, they were once again the official sports nutrition partner for one of Australia’s largest marathons, the 2022 Village Roadshow Theme Parks Gold Coast Marathon and they will once again continue this partnership next year.

The company further expand their national presence by becoming the official nutrition partner of the Canberra Times Marathon Festival 2022. This partnership will also continue next year.

Fixx Nutrition also partnered with one of the toughest endurance sports events in the country, the Ultra-Trail Australia race by UTMB.

Further driving brand awareness is their partnership with the GC30 Main Beach event which will be held on the Gold Coast in May followed by the GC50 Run Festival taking place in Coolangatta in December 2023.

The company also experienced monumental success with their Fixx Nutrition “Fixx Chix” team winning the annual 96km Kokoda Challenge. Their incredible performance at this event also helped raise funds for the Kokoda Youth Foundation.



Despite achieving overwhelming personal and corporate success this year, co-founders Michelle and Jan have their sights firmly set on further global growth and expansion in the New Year.

While the company has an overall product range of xxx, continued global interest in its products is fundamentally derived from its CrampFix product range. This exclusive formula is inspired by nature's finest remedy – pickle juice.

“2022 has shown that the global trend for health and wellness is here to stay – year on year we have found athletes and the general public are seeking out natural remedies to pharmaceutical medications for rapid onset cramping, with demand for our natural solution CrampFix at an all-time high,” Ms Buchegger said.

“2023 is going to see us continue our commitment to ensuring our product range is derived from ethically sourced and all-natural products.”

“We are also going to maintain and build our wonderful business, customer, community and charity relationships both domestically and internationally,” Ms Buchegger said.

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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. They were also named official nutrition partner of the [Canberra Times Marathon Festival 2022](#).

To learn more, visit fixxnutrition.com

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