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MEDIA RELEASE

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HEADLINE: Leading Gold Coast sports nutrition company launches new energy gel in time for the 2023 Gold Coast Marathon

Queensland headquartered Fixx Nutrition, the 2023 Official Sports Nutrition partner for the Gold Coast Marathon is launching a new energy gel in time for this year's event.

Founded in 2017 by keen athletes Michelle and Jan Buchegger, FIXX Nutrition drew on 20+ years of experience in food manufacturing to research and explore innovative ideas to resolve cramping and provide nutrition for endurance athletes.

Drawing on this experience, Fixx Nutrition is launching its all-natural, vegan-friendly and gluten-free Gel X PRO range of energy gels in time for one of the country's most iconic running events.

Fixx Nutrition Co-founder, Jan Buchegger, is doubly excited for the 2023 Gold Coast Marathon, in terms of supporting an iconic athletic event in his own backyard and for the opportunity to launch a product that the team at Fixx had spent years perfecting.

"We are delighted to once again be the Official Sports Nutrition Partner for the world-renowned Gold Coast Marathon and to launch our Gel X PRO range of energy gels to the thousands of runners at this year's race," Mr Buchegger said.

"Our Gel X PRO range is designed to improve athletes' performance via a carefully measured, gut-friendly, preservative-free and all-natural formula of amino acids, carbohydrates and sodium to provide runners next weekend with a dual energy source available in Lemon Sorbet and Coldbrew Espresso flavour - my personal choice - to assist them in getting through the race. This is a really exciting way for us to celebrate the launch of a new product at one of our favourite events."

Professional and amateur athletes from sporting codes across the globe use the Burleigh Heads headquartered company's range of all-natural world-leading sports and dietary supplements.

These include professional cyclists, triathletes, local sporting codes such as the AFL along with the NRL, the New Zealand, English and Pakistani international cricket teams, national Rugby sides like the Wallabies and the Springboks, along with English Premier League clubs.

The 2022 Official Sports Nutrition Partner for the world-renowned Gold Coast Marathon – an iconic event in our very own backyard and one that we and many of our friends and family have participated in over the years," Mr Buchegger said.



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.

Since 2020, the business has been on a rapid growth trajectory, with major announcements including an Australia-wide distribution deal for its products with Woolworths Supermarkets, bringing its retail presence to over 1,000 stores nationally, while building its global presence in countries like the United States, Europe and Asia off the back of its renowned signature CrampFix range.

Fixx Nutrition harnesses all-natural ingredients specifically selected to replicate the efficacy of pickle juice in treating what can be the often random, severely debilitating, involuntary, painful episodes of muscle contraction that strike even the world's top athletes.

CrampFix® provides athletes instant relief via its own all-natural sports nutrition formula packaged in an easy-to-carry 20ml sachet or 50ml squeeze bottle (compared to carrying a jar of pickle juice), designed to give sportspeople the relief they need via effective measured doses.

It is the ability to provide athletes relief via an all-natural solution through all of their products that drives Michelle and Jan.

“We really believe in turning to nature to find answers to the myriad of problems that athletes face, and we absolutely love our job of harnessing the power of science to provide solutions for athletes around the world,” Ms Buchegger said.



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

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