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## MEDIA RELEASE

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### **HEADLINE: Leading Australian sports nutrition brand launches exciting new energy gel flavours in time for the 2024 Gold Coast Marathon**

Fast-growing, Australian cult favourite sports nutrition brand Fixx Nutrition is the 2024 Official Sports Nutrition partner for the [2024 Gold Coast Marathon](#) and is launching a new range of flavours of its iconic FIXX Gel X Pro range to celebrate the third year of its partnership with one of Australia's favourite running races.

These all-natural flavours include exciting combinations with and without caffeine including Vanilla-Maple, Raspberry Fizz and Pear Cider and represent a major point of difference from its often bland sports supplements competitors.

Known for its all-natural, vegan-friendly and gluten-free range of products created at its Burleigh Heads, Fixx Nutrition is building a global reputation for the efficacy of its nutritional supplements that support sustained athletic performance.

Its partnership with the Gold Coast Marathon represents a long-held vision for the two Co-founders Jan and Michelle Buchegger to partner with their hometown race and the launch of the new range is timed for the lead into the 2024 event.

For Fixx Nutrition Co-founder Jan Buchegger the FIXX Gel X Pro range is specifically developed to improve athletes performance with an all-natural formula of amino acids, carbohydrates and sodium to provide runners a dual energy source; the new flavour combinations provide the rare element of choice and exciting combinations in what can sometimes be a rather bland category.

"Our FIXX Gel X Pro range is a carefully measured, gut-friendly, preservative-free and all-natural formula of amino acids, carbohydrates and sodium to provide runners and other athletes a dual energy source to tap into during endurance events," Mr Buchegger said.

"Our team decided to have some fun with our new flavour ranges producing combinations like Raspberry Fizz, Pear Cider and Vanilla-Maple with or without caffeine as part of our goal to provide athletes with choice and taste combinations that improve their morale at times when they might need it - like the 35 kilometre mark of a marathon. We are excited to be unveiling these new flavours in time for the Gold Coast Marathon lead-in event, the [fisiocrem GC 30](#) race and the Marathon itself and introducing these flavours to Fixx Nutrition fans from across Australia and the world."

Fixx Nutrition was founded in 2017 by Michelle and Jan Buchegger following the sale of their previous business, food manufacturer and supplier Fehlbergs Fine Foods to Australian food giant Riviana. A late-night phone to procure some pickle juice from a leading sports scientist for athletes in his care was the impetus for Jan and Michelle to move into the sports nutrition category.



Following this call they embarked upon a journey to trial the benefits of using a humble jar of pickle juice to improve athlete performance. CrampFix was the end of the result of this journey and is now its signature product which offers very fast relief from muscle cramps. They began testing their specially formulated, all-natural pickle juice concoction on a team of professional rugby union players, with the aim of lengthening their on-field performance time by eliminating muscle cramps.

Fast forward to today and CrampFix is sold in 1000+ retailers in Australia. Professional sporting teams using CrampFix include the New Zealand, England and Pakistan cricket teams, the Wallabies, UK Football and the Springboks, as well as many professional and amateur athletes and individuals from sporting codes as diverse as cycling, AFL, NRL, running and Triathlons to name a few.

#### **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](http://fixxnutrition.com)

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