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### MEDIA RELEASE

**Tuesday 17th June 2025**

**HEADLINE:** FIXX Nutrition prepares for the first FIXX Nutrition Gold Coast Double at this year's ASICS Gold Coast Marathon

Gold Coast, Australia - Australian all-natural sports nutrition brand [Fixx Nutrition](#), is looking forward to supporting the very-keen runners who will be taking on the very first [FIXX Nutrition Gold Coast Double](#), at this year's [ASICS Gold Coast Marathon](#).

This aptly named race category will see runners over the course of the weekend take on the [21.0975 kilometre China Airlines Half Marathon](#) on the Saturday, followed by the 42.195 kilometre [ASICS Gold Coast Marathon](#) on the Sunday.

All up, this will see runners complete a total of 63.3 kilometres over the course of the weekend, presenting a unique challenge for those who want to push their bodies and minds to the limit.

For FIXX Nutrition Co-Founder Jan Buchegger, this race category is an exciting opportunity to celebrate the three-year extension of the brand's partnership with the Gold Coast Marathon as the official on course nutrition provider.

"As a Gold Coast headquartered company, we are really excited about the extension of our partnership with the Gold Coast Marathon and the FIXX Nutrition Gold Coast Double is a great initiative to showcase our commitment to an event we love and the athletes we are passionate about supporting," said Mr Buchegger.

"It is exciting for both Michelle - FIXX Nutrition Co-Founder Michelle Buchegger - and I, to see the growth of the event every single year. Both of us are passionate about this event and there is a high-level of pride when we see one of our most popular products - tropical flavour Fuel X - feature prominently at the [refreshment stations](#) across the course, along with our Gel X Pro line helping runners as they start to hit the wall at the 30km station."

This year's ASICS Gold Coast Marathon will be held over the weekend of Saturday 5th and Sunday 6th July 2025.

It marks the fourth time that Fixx Nutrition has been a part of the event, a key partnership for the Gold Coast headquartered brand.

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 call to procure some pickle juice from a leading sports scientist for athletes in his care was the impetus for Jan and Michelle to enter 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 this journey and is now its signature product, offering 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](https://fixxnutrition.com)

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