



Media Kit

Fit Foods™ provides research and development, manufacturing and distribution of nutritional supplements. Fit Foods is the fastest growing manufacturer and distributor of sport nutrition and healthy lifestyle products in the world. Our distribution spans over 70 countries and into many channels including health stores, natural grocers, gyms, sport stores, grocery, pharmacy, mass, convenience and e-tail sites. Fit Foods boasts its own NHP site licensed and certified organic manufacturing facility and also holds a CFIA manufacturing site license for export.

MANUFACTURING

- State of the art 50,000 sq. foot Western Canadian facility
- Private Label: choose from over 4,000 stock formulas
- Custom Manufacturing: bring your formula to us
- Superior quality powders, capsules, tablets, bars and more
- Certified organic

DISTRIBUTION

- Distribute health foods, nutritional supplements and sport nutrition
- Distribute vegan and vegetarian supplements
- Distribute organic and certified organic supplements
- Distribute your brand in Canada, worldwide or specific markets
- Licensing agreements

WORLDWIDE NETWORK

Fit Foods Manufacturing and Distribution are located on the Pacific Rim, making shipping nutritional supplements to worldwide destinations more competitive. We have established trade partners in more than 70 countries around the world. Our clients range in size and market type. We have helped all types of businesses develop their products to their specifications and regulatory needs. In fact, our formulas are created with International regulatory in mind and are compliant in most markets.

As a manufacturer and distributor we offer custom formulas, labels and packaging at reasonable minimum orders. Our specialized international logistics team has worked with our partners to provide solutions to importing and product registration for nutritional supplements into many different countries. We can provide expertise on freight forwarding and other logistics to aid in worldwide shipping. Our manufacturing facilities hold a CFIA export license enabling our products to meet strict regulatory for most countries. Fit Foods also holds an EU Registration and an NHP site license and will provide necessary documentation.

CANADIAN SALES TEAM

Fit Foods provides health food distribution in Canada servicing the country with a national sales and event team. Our sales team provides product education, staff training, product demonstrations and exceptional service to our retail partners. Fit Foods prides itself on being a relationship company, and we are here to grow our businesses together. Our goal is to earn and maintain the respect and trust of our partners by understanding and meeting their needs continuously and consistently.

Fit Foods sales force distributes health food and sport nutrition products to a multitude of wholesale and retail channels including health food stores, sports nutrition stores, gyms, grocery stores, mass, convenience stores, pharmacies and e-tail stores.

Fit Foods strives to provide “Gold Standard” customer service by providing reliable and responsive service every time you work with our team. Fit Foods products are delivered nationwide in 1-3 days. We have both a western and eastern warehouse to reduce transit times and provide timely service.

Fit Foods Manufacturing is a world-class manufacturer of nutritional supplements specializing in powders. The extensive variety of products and formulas has earned Fit Foods international recognition for superior tasting, quality products and a leading position in the market place. The manufacturing facilities are GMP compliant, NHP Site licensed and CFIA licensed.

WHAT WE DO

Private Label: choose from over 4,000 stock formulas
Custom Manufacturing: bring your formula to us
Superior quality powders, capsules, tablets, bars and more
Research and develop new products or new flavors
Our specialty is great tasting and easy mixing powders
Manufacture your brand in Canada for Canada
Manufacture your brand in Canada for the world
State of the art 50,000 sq. foot Western Canadian facility

INGREDIENTS

Over 500 raw materials in stock
Access to all other nutraceutical ingredients
Worldwide raw material supplier network
Preferred supplier with many patented raw material vendors

PRODUCTS

Powder specialist – sport nutrition protein powders, dietetic/bariatric, whole food, organic and others
Worldwide reputation for superior flavored powders
Two piece capsules, specializing in color capsules
Softgel capsules
Tablets and caplets
Bars – protein, whole food, dietetic and others

PACKAGING

Powders packed from 5 grams to 9 kilograms
Plastic containers 300 cc to 20 Litre
HDPE or PET bottles available
Stand up or bottom gusset bags
Individual powder packets or sachets
Cold seal or hot seal bar wrappers
Folding carton

QUALITY ASSURANCE

Fully qualified Quality Control / Quality Assurance scientists
Good Manufacturing Practice (GMP) compliant
Canadian Food Inspection Agency (CFIA), US Food and Drug Administration (FDA) compliant
Independently client audited
Certificate of analysis furnished with your order
Micro biological testing
Natural Health Product (NHP) directorate site license #300341
Canadian Food Inspection Agency export licensed #4420
Certified Organic PACS #16-463

Fit Foods is a full nutritional supplement distribution company. In addition to our own brands — Whey Gourmet®, PVL®, Maxx Essentials®, Mutant®, and North Coast Naturals,™ — Fit Foods has acquired the exclusive distribution rights to several independent brands. Fit Foods provides distribution solutions to the world offering a wide variety of products ranging from vegan and certified organic to protein powders and bodybuilding weight gainers. Fit Foods products are found in many distribution channels including health, fitness, e-tail, grocery, pharmacy, convenience and mass.

- GNC
- WalMart
- Shopper's Drug Mart
- Gold's Gym
- Whole Foods
- Holland & Barrett
- Loblaws
- Bodybuilding.com
- Independent Retailers

WORLDWIDE DISTRIBUTION

Fit Foods distributes health food, sport nutrition, nutritional supplements and bodybuilding supplements to 70 countries (and counting). Fit Foods offers a one stop nutritional supplement distribution solution. Fit foods products are formulated to meet or exceed product registration compliancy for many international markets. We offer custom products, private label and custom labeling on minimum orders. Our international sales team specializes in logistics and customs clearance.

DISTRIBUTION AND LICENSING AGREEMENTS

Fit Foods manufactures and distributes our own products. We also hold exclusive licensing agreements to manufacture and distribute third party brands. For other brands we are their Canadian and or international sales and distribution team.



Fit Foods Cambridge Warehouse Facility



Fit Foods Head Office



Fit Foods Manufacturing Facility

Jetta TDi Clean Diesel

2009 Green Car of the Year.®

Official Pace car of the Fit Foods sales force

Fit Foods Ltd has outfitted their sales and event marketing team with 2009 Jetta TDi Clean Diesel wagons. The move to a “green fleet” is an important part of Fit Foods’ commitment to reducing the company’s carbon footprint.

“With 14 sales and event staff driving up and down the highways, if we weren’t using a “Green Fleet” we would be an environmental disaster,” said Jim McMahon, CEO of Fit Foods Ltd. The Jetta Wagons are practical vehicles for the team; they meet our needs for environmental stewardship as well as safety and fuel economy for the team.

The Fit Foods Green Fleet has reduced fuel consumption by 70% resulting in reduced fuel emissions, which equates to*:

Hydrocarbons reduced from 139 lbs per year to 41.4 lbs per year

Carbon Monoxide reduced from 1035 lbs to 310 lbs per year

Oxides of Nitrogen reduced from 69 lbs to 21 lbs per year

Carbon Dioxide reduced from 20,610 lbs to 6183 lbs per year

Fuel consumption reduced from 1046 gallons to 315 gallons per year

* based on 36 000km per year



The 2009 Jetta TDi Clean Diesel has been awarded the 2009 Green Car of the Year® by Green Car Journal at the Los Angeles Auto Show. “The Volkswagen Jetta TDi rose to the top as Green Car Journal’s 2009 Green Car of the Year® for some very important reasons,” said Ron Cogan, editor and publisher of Green Car Journal and editor of GreenCar.com. “With its affordable price point, refined ride and handling, and high fuel economy, the Jetta TDi shows that hybrids now have a strong competitor in the marketplace.” Earlier this year, the Volkswagen Jetta TDi Clean Diesel set a new Guinness World Record for Lowest Fuel Consumption as it averaged 58.82 miles per gallon (U.S.) (4.0 L/100 km, or 70.58 miles per Imperial gallon) as it traveled through the 48 contiguous states of the U.S. Furthermore, the Insurance Institute for Highway Safety (IIHS) awarded the Volkswagen Jetta with their highest safety rating: a Top Safety Pick.



2Good!® bars are the best tasting protein bars you will ever try — they taste WAY 2Good! 2Good! bars are also good for you with 30 grams of quality protein featuring whey protein isolate, added MCT oil — a preferred energy source of athletes — and 4 grams of fibre for maintaining a healthy digestive tract. Our quality can also be seen by what's NOT in the 2Good! bars: NO trans fat, NO artificial sweeteners and NO inferior proteins like collagen or gelatin. 2Good! bars are a trusted and superior choice by athletes around the world in over 60 countries.

FITFOODS.ca



In 1922, Alvita introduced America to the wonders and richness of herbal tea, and boasts one of the finest tea lineups today.

ALVITA.com



Animal Parade® Children's Supplements make a splash with both parents & kids. Not only do they provide a broad range of healthful, essential nutrients but they are also bursting with juicy, delicious flavour! Animal Parade products are a great way to give your kids the nutrition they need and the flavour they crave!

NATURESPPLUS.com



Conquest is Canada's #1 selling natural male sexual stimulant supplement. The extra-strength, natural, rapid release formula includes a stamina extension blend for enhanced sensation and increases libido and sexual performance.

FITFOODS.ca



JSK Pro Protein Crunch is the delicious protein snack for high energy people on the go. Made from 100% natural ingredients — no artificial flavours, sweeteners, colours or preservatives. Each serving is a source of protein, energy, and omega-3 & omega-6 polyunsaturates.

FITFOODS.ca



MAXX Essentials® provides no nonsense bodybuilding supplements using maximum quality ingredients to deliver maximum results.

MAXXESSENTIALS.com



Mutant® is made for hardcore muscle building. Mutant Mass is bodybuilding's #1 selling weight gainer due to its cutting edge formula and packaging.

IAMMUTANT.com

NATURE'S HERBS®

Nature's Herbs has been providing hundreds of natural medicinal and health-promoting products for nearly 30 years. Our formulas are made with pesticide-free herbs and contain no chemical additives!

NATURESHERBS.net**Nature's Plus™**
The Energy Supplements®

Nature's Plus provides supplements that are unsurpassed in their ability to release natural energy and provide the ultimate feeling of well-being.

NATURESPUS.com**NORTH
COAST
NATURALs**

Using the best of science and nature, North Coast Naturals™ develops nutrition and natural health products that provide sensible nutrition solutions for a modern lifestyle.

NORTHCOASTNATURALS.com

PVL® Certified Sports Nutrition delivers performance supplements that are engineered based on compelling scientific evidence. Each PVL supplement provides true doses of clinically-proven ingredients, which quickly deliver noticeable results!

PVL.com

Whey Gourmet® is the World's Best Tasting Protein Shake!™ Whey Gourmet is rich, creamy and delicious and is available in 14 amazing flavours, 6 of them with no artificial sweeteners, colours or flavours.

WHEYGOURMET.com