



Glanbia Nutritionals (NA), Inc. named exclusive distributor of Nutrition 21 Ingredients

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Nutrition 21, LLC, has announced a distribution and co-promotion agreement with Glanbia Nutritionals (NA), Inc.

According to the terms of the deal, Glanbia's capable sales organization will co-market, with Nutrition 21, Chromax chromium picolinate, Selenomax high selenium yeast, SelenoPure L-selenomethionine and Zinmax zinc picolinate, in North America to the food, beverage and dietary supplement industries.



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"As an innovative ingredient with impressive scientific support, Chromax chromium picolinate is an excellent addition to our current product line," said Richard Hazel, CEO of Glanbia Nutritionals. "We are excited to work with Nutrition 21 to increase their current market presence and to add Chromax chromium picolinate and other Nutrition 21 ingredients to our ingredient portfolio."

Michael Satow, CEO of Nutrition 21, added: "We are enthusiastic about the future commercial impact of this relationship. Glanbia's superb sales, marketing and R&D teams make them the ideal partner for Nutrition 21."



"Our combined sales force will number over 20 industry-astute professionals. Among other things, we look forward to promoting our recent Chromax GRAS affirmation at doses up to 2000 mcg of chromium per day."



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