

# Vitargo, Inc. Acquires Vitargo® Products, Designs and Distribution Rights

Matthew O'Brien October 09, 2018



**Former executive and investor acquire Vitargo distribution, relaunch products and look toward a bright future.**

([Newswire.net](http://Newswire.net) -- October 9, 2018) Fountain Hills, AZ -- Many changes have taken place over the past year that have resulted in a change in ownership of Vitargo® distribution rights and products in the Americas, Australia and elsewhere. One of the brand's former executives, Troy Beers, has returned

and is now CEO. In March, Beers and partner Bernadette Wooster, a former investor in Vitargo, formed Vitargo, Inc., secured certain exclusive distribution rights for Vitargo® products and bought some of the assets of a former Vitargo® distributor.

Vitargo, Inc. is headquartered just outside Scottsdale, Arizona. The Company has made several changes over the recent months to include a name change to its main product offering. The Company has shortened the VitargoS2 brand to simply "Vitargo®", The Company relaunched the product line with 3 sizes and 7 flavors – 5 improved flavors with 2 new flavor introductions of lemon lime and mango. Multiple product extensions are in the pipeline including "Vitargo + Protein" in chocolate, vanilla and strawberry flavors. Additionally, the Company refreshed the brand with new packaging, a new website and an improved e-commerce platform ([www.vitargo.com](http://www.vitargo.com)). It has also assembled a great new team.

What hasn't changed is the core ingredient Vitargo®, the core of Vitargo Inc.'s product line. Vitargo® is a **unique, high-molecular weight carbohydrate** that is massively different from the carbohydrates that make up sugars (e.g. glucose, fructose, sucrose) and maltodextrin found in ordinary sport, energy, and recovery drinks. Vitargo® is proven to work in athletes with a special trifecta of evidence—in peer-reviewed published university studies, on the product, in humans. Vitargo® moves through the stomach 2.3 times faster than other maltodextrin and sugars. Spending less time in the stomach allows Vitargo® to be delivered faster to the intestinal tract where it can be rapidly digested and absorbed. After training or competition, Vitargo recovers glycogen stores 77% greater and 70% faster, allowing for an increase in up to 23% greater performance after just two hours when compared to carbohydrates found in other sport and recovery drinks. The Company continues its commitment to confirming its products are free of contaminants post manufacturing. The current product line remains gluten-free, kosher, halal and vegan, with every batch tested to be Banned Substance & Control Group Certified Drug-Free.

Vitargo, Inc. distributes Vitargo® throughout the U.S., Canada, Australia, South and Central America as well as many other countries around the globe. Vitargo, Inc. has reestablished its relationships with key suppliers and is poised for growth. Currently, Vitargo® is sold online at [vitargo.com](http://vitargo.com) and through GNC, Europa Sports, Bodybuilding.com, Amazon, as well as hundreds of independent retailers. The Company continues to grow its current markets and plans to reach into additional markets around the world in the coming years.

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