Andrich
Fitness Group

CAPABILITIES

Andrich Fitness Group

Commercial strategy for health and performance CPG brands.

Right Products. Right Message. Right Media. Right Distribution. Right Community.

Prepared by Vince Andrich, Commercial Operator & Brand Strategist

WHO WE HELP

Brands that need the commercial side built right

We work with founders and CEOs of health, performance, and functional CPG brands, typically $2.5M to $25M in sales, and with larger brands opening new channels or markets. We are brand-side operators, not an agency. You work directly with senior leadership.

Sports nutrition, health, wellness and longevity supplements

Protein, pre-workout, aminos, daily health, and longevity products.

Functional food and beverage

Snacks, bars, RTDs, and energy drinks needing retail and distributor placement.

Body Transformation

Brands offering structured nutrition and exercise so people can achieve their ideal body.

Brands entering new channels

Larger brands moving into retail, distribution, or international markets.

Right Products	**Product Portfolio Audit**	Which SKU deserves your bet
Right Message	**Positioning and Messaging System**	Say it so it sells
Right Media	**Podcast Advertising**	Host-read trust, no buyer in the middle
Right Distribution	**US Retail Broker Representation**	Retail and distributor placement
	International Sales and Licensing	Two-way: US brands out, global brands in
Right Community	**Brand Advocacy Development**	Believers, not followers

Every engagement uses our Commercial Narrative Framework and ends in tangible deliverables: roadmaps, scorecards, and playbooks.

SERVICE 1 | RIGHT PRODUCTS

Product Portfolio Audit

You can't scale everything. So which SKU do you bet on?

5

decisions for every SKU: Keep, Invest, Fix, Harvest, Exit

8

metrics per SKU: margin, velocity, repeat rate, new-to-file, promo dependence and more

THE PROBLEM

- Multiple SKUs, but you can't identify your real hero
- Gross margin is eroding and you don't know which SKU is responsible
- Restocking and production decisions are made on gut feel
- Retail buyers are asking you to simplify the line
- Your edge is now table stakes, like label transparency once most brands copied it

WHAT YOU GET

- Full SKU scorecard: financial, channel, and consumer metrics
- A clear decision for every product in your lineup
- Decision log with owner, timeline, and channel implications
- Executive summary: revenue at risk, margin lift, complexity reduction
- Innovation pipeline built on market data and competitive analysis
- 45-minute readout call with a personal walkthrough

HOW IT WORKS

1. Discovery call > 2. Data intake > 3. The audit > 4. Readout and decision log

BEST FIT

Health, performance, or functional CPG brand with 3+ SKUs and real revenue. Founder or CEO engaged. Ready to make real decisions, including discontinuing products.

Pricing is scoped to the number of SKUs.

Book a free discovery call > full details on andrichfitness.com

SERVICE 2 | RIGHT MESSAGE

Positioning and Messaging System

Your best product isn't losing because it's bad. It's losing because it's misread.

4

deliverables that rebuild how your SKU shows up in the market

3

benefit levels: functional, emotional, identity

THE PROBLEM

- Good Amazon reviews, poor conversion
- Ads get clicks but not purchases
- Retail buyers can't describe what makes you different
- Your messaging sounds like everyone else in the category

WHAT YOU GET

- ICP Brief: the buyer who actually converts, built from review mining, not assumptions
- Benefit Hierarchy Map: functional, emotional, and identity stack by channel
- Competitive Reframe: an ownable position and a "why this wins" narrative
- Messaging Recommendation Report: headlines, claims hierarchy, channel direction
- 60-minute readout call with a walkthrough of every recommendation

HOW IT WORKS

1. Discovery call > 2. Intake and asset review > 3. The build (our work, not yours) > 4. Readout and recommendations

BEST FIT

Established hero SKU in market with a specific conversion or messaging problem. Founder or CEO engaged. Ready to act within 30 days.

Pricing is scoped to channel complexity: DTC, retail, Amazon, or a mix.

Book a free discovery call > full details on andrichfitness.com

SERVICE 3 | RIGHT MEDIA

Podcast Advertising

Your ad got 8 minutes. Theirs got 3 seconds.

62%

of podcast listeners trust a host-read ad recommendation

15%

of social media users trust an influencer recommendation

47pt

trust gap between podcast and influencer advertising

THE PROBLEM

- Social video ads average 3 seconds of attention before the thumb moves
- Influencer trust is collapsing as audiences learn to filter sponsored posts
- Media buyers run programmatic plays and don't know your brand

WHAT YOU GET

- Direct access to a curated portfolio of health, fitness, and longevity podcasts. No agency markup
- Host-read, baked-in placements inside 45 to 90 minute conversations listeners chose
- Property matching and audience alignment, with context on every show
- Deal structure, host-read brief, and enough frequency to compound brand equity
- Performance review: promo codes, landing page traffic, direct search lift

Shows: The Dr. Gabrielle Lyon Show, Cleared Hot, The Genius Life, The Dr. Matthew Walker Podcast, The Judd Lienhard Podcast, The Metabolic Link, The Dr. Leaf Show, Practice You, Therapist Uncensored.

HOW IT WORKS

1. Discovery call > 2. Property matching > 3. Direct introduction and deal structure > 4. Launch and performance review

BEST FIT

$2.5M+ health, performance, or functional nutrition brand with proven demand, committed to host-read placements at real frequency.

Roster managed with Moonbeam Media.

Book a podcast discovery call > full details on andrichfitness.com

SERVICE 4 | RIGHT DISTRIBUTION

US Retail Broker Representation

A great product doesn't sell itself onto the shelf. Somebody has to sell it.

Senior-led

You work with senior leadership, not a junior rep carrying 60 lines

$300M+

a year at each of 3 brands I operated inside: Weider, EAS, and Quest

THE PROBLEM

- You're one of 60 lines in a broker's bag
- Your pitch is a DTC pitch, and buyers want category growth
- Your price architecture breaks once distributor and retailer margin stack
- You land it, then lose it without pull-through

WHAT YOU GET

- Buyer-ready sell sheets and category story built on our Commercial Narrative Framework
- Channel P&L: margin stack, deductions, and promo modeling
- Launch plan, rep education, velocity tracking, and reorder follow-through

HOW AND WHERE WE PLACE

Routes to market	Direct Store Delivery (DSD) | Corporate HQ | National Retail Broker partnership sales
Specialty & Gyms	GNC | Vitamin Shoppe | 24 Hour Fitness | Gold's Gym
Food & Drug	Kroger | Albertsons | H-E-B | Walgreens | CVS
Mass & Military	Walmart | Target | AAFES
Convenience	7-Eleven | Circle K
Ecommerce	Amazon | iHerb
Distributors	DNA | NYB | Muscle Foods | Eurpac
International	Canada | Australia | EU | UK | UAE | Dubai | Saudi Arabia | India

Representative accounts, not a complete list. Availability varies by brand, category, and retailer approval.

HOW IT WORKS

1. Readiness > 2. Channel strategy > 3. Buyer-ready story > 4. Authorizations > 5. Pull-through

BEST FIT

Sports nutrition, health, wellness or longevity supplement, or functional food / RTD brand with verified US demand, or a proven brand pioneering into the US.

Pioneering: retainer + commission. Expansion: commission only.

Apply for designation > full details on andrichfitness.com

SERVICE 5 | RIGHT DISTRIBUTION

International Sales and Licensing

Your next $10M might not be in your home market.

Two-way

US brands going global, and global brands entering the US

6

target regions: India, Canada, Middle East/GCC, Asia-Pacific, Latin America, Europe/UK

THE PROBLEM

- You sign with the wrong partner and get locked out of a market
- Deal terms (territory, exclusivity, minimums, royalties) work against you
- The brand story doesn't translate
- No one owns the relationship after signing

WHAT YOU GET

- Market prioritization by category fit and economics
- Distributor and licensee sourcing and vetting
- Licensing: in-country manufacturing, no shipping, import fees or tariffs, no inventory burden
- Deal structure and negotiation, alongside your legal counsel
- Launch plan and ongoing partner management

HOW IT WORKS

1. Readiness and market selection > 2. Partner sourcing > 3. Market-ready story > 4. Deal structure > 5. Launch and management

BEST FIT

Sports nutrition, health, wellness or longevity supplement, or functional food / RTD brand with proven home-market sell-through and brand, trademark, and formulas you own and can license.

Licensing: royalty share. Sales and distribution: retainer + commission.

Apply for designation > full details on andrichfitness.com

SERVICE 6 | RIGHT COMMUNITY

Brand Advocacy Development

Followers don't sell product. Believers do.

Verified

Real followers, real engagement, no brand conflicts, checked before outreach

3 kinds of proof

Credible, aspirational, and transformative voices, for any health brand

THE PROBLEM

- You're paying for fake reach
- The creator doesn't fit the buyer
- One-off posts instead of a program
- No one is managing outreach, contracts, codes, and reporting

WHAT YOU GET

- Sourcing and vetting across Instagram, YouTube, TikTok, and podcasts
- Advocate roster across three proofs: credible (PhDs, coaches, nurses, dietitians), aspirational (athletes, enthusiasts, healthy agers), transformative (real results)
- Outreach and contracts covering deliverables, rights, exclusivity, and pay
- Ongoing management and monthly reporting by creator, platform, and code
- Community playbook: a tiered community of raving fans, coaches, and user-generated content

HOW IT WORKS

1. Brand and buyer brief > 2. Sourcing and verification > 3. Outreach and agreements > 4. Launch and seeding > 5. Manage, measure, optimize

BEST FIT

Sports nutrition, health, wellness or longevity supplement, functional food / RTD, or performance brand with a product athletes will use, and budget for seeding and creator fees. A program, not a one-off.

Monthly retainer. Creator fees are paid directly by the brand, with no markup.

Book a discovery call > full details on andrichfitness.com

EXPERIENCE

Operator experience behind the work

25+

years inside health and performance CPG, brand side, not agency side

$300M+

a year at each of 3 brands I operated inside: Weider, EAS, and Quest

45+

countries across six continents with distributors and licensees

PREVIOUS CLIENTS AND BRANDS

Inside the growth engines of the brands that defined the category

- Quest Nutrition
- BANG Energy
- JYM Supplement Science
- Body-for-Life
- PROGENEX
- EAS
- MET-Rx USA

SELECTED RESULTS

The strategic insight behind the growth

At Quest, BANG, and EAS, one key insight drove explosive growth and category dominance. We bring the same thinking to your brand.

Quest: from macros to craving

Moved Quest product messaging from ingredient and macro friendly to a delicious way to cheat clean with your snacking and achieve your ideal body. The insight: people don't buy macros, they buy the body they want, and a snack that tastes like a treat makes the clean choice easy.

BANG: win specialty first, then scale

Made BANG a strategic channel play: retreat from FDM and focus on specialty stores and gyms. That built the consumer base and the business case for explosive growth in C-stores and FDM.

EAS Myoplex: from hero SKU to platform

Led the move of Myoplex from a single high-performance meal replacement for athletes to a platform: Myoplex Deluxe, HP, Lite, and Low Carb. Each variant did the same job, keeping your nutrition on track, for a different customer at a different intensity. EAS was the number one sports nutrition brand worldwide through 2003.

NEXT STEP

Start with a conversation

1 Discovery call

30 minutes. We review your brand, your channels, and the problem you're solving.

2 Fit and scope

We confirm fit and scope the engagement. If you're not ready, we'll tell you what to fix first.

3 Deliver

You get a scorecard, roadmap, or placement plan you can act on right away.

Book a free discovery call

cal.com/vince-andrich-fppodl/30min

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Brokerage, international, and advocacy engagements start with an application for designation on the matching page of andrichfitness.com.