

HOGAN NUTRITION

NPI Targets Sport Nutrition, Specialty Retailers



Hulk Hogan Turns to NPI to Promote and Distribute Hogan Energy Granules Nationwide

Mitch Gould, CEO and founder of NPI, has successfully launched a wide range of products from concept to shelf, many of which can be found in magazines like Time, Newsweek, Sports Illustrated, People, U.S. News & World Report, Men's Health and Maxim. He has successfully built several national sales teams over the span of his career.

Executive Summary

Terry Gene Bollea, the man the world knows as professional wrestler Hulk Hogan, develops Hogan Energy, an extreme energy granules supplement. He selects NPI, a global brand marketing company, to promote and sell Hogan Nutrition.

Hogan Energy Finds Success at Sport Nutrition & Specialty Retailers

NPI's team of retail industry professionals reaches out to their network of buyers from sport nutrition and specialty retailers to distribute Hogan Energy.

Gould's 'Evolution of Distribution' System

Mitch Gould developed the “evolution of distribution” system, which creates a one-stop global brand marketing company. NPI takes Hogan Energy from FDA compliance, to distribution in a network of sport nutrition and specialty retailers. NPI builds nationwide buzz around Hogan Energy through a public relations campaign that targets national and trade publications.



NPI's Partners at ECRM Conferences Where New Brands & Products Meet Buyers from Major Retailers

