

# Mitch Gould of Nutritional Products International: Fed Continues its Fight Against Inflation

*Inflation Falls for Six Consecutive Months*

BOCA RATON, FLORIDA, UNITED STATES, February 2, 2023

/EINPresswire.com/ -- The Fed this week increased interest rates by 0.25 percent as it continues to slow the U.S. economy and inflation.

“So far, the Fed appears to be walking the economic tightrope between controlling inflation without hurting the economy,” said [Mitch Gould](#), Founder and CEO of NPI, a global brand

management firm based in Boca Raton, Fl. “The small rate increase follows a half-point hike in December. It had previously increased interest rates by 0.75 percent three times in 2023 in its efforts to bring down inflation.”



Mitch Gould, the founder of NPI, is a third-generation retail distribution and manufacturing professional.

“

NPI acts as the U.S. headquarters for our international clients.”

*Mitch Gould, Founder and CEO of Nutritional Products International*

Gould said the [Federal Reserve's](#) actions have resulted in six consecutive months of easing price increases.

“The International Monetary Fund sees U.S. economic growth slowing but without turning into a recession,” he added.

Gould said NPI watches economic trends because it works with domestic and international health, wellness, beauty,

and sports nutrition companies that want to launch products in the U.S. marketplace.

“We work with brands from the four corners of the world,” Gould said. “Most recently, we opened offices in Australia and New Zealand to cover the South Pacific Rim region.”

To help companies roll out products to American consumers, Gould developed his “Evolution of Distribution” platform, which streamlines the product launch process in the U.S.

“NPI acts as the U.S. headquarters for our international clients,” Gould said. “We import, distribute, and promote our clients’ products. The ‘Evolution of Distribution’ is a one-stop, turnkey operation.”

NPI’s veteran team provides sales, operational, federal regulatory, and marketing services.

“We work with retail buyers on behalf of our clients,” he added. “Our sister company, InHealth Media, oversees marketing campaigns that include national TV tagging campaigns, social media, and strategic public relations campaigns.”

For more information, visit [www.nutricompany.com](http://www.nutricompany.com).

#### MORE ON NPI AND ITS FOUNDER

NPI is a privately-held company specializing in the retail distribution of nutraceuticals, dietary supplements, functional beverages, and skin-care products. NPI offers a unique, proven approach for product manufacturers worldwide seeking to launch or expand their products' distribution in the U.S. retail market.

Mitch Gould, the founder of NPI, is a third-generation retail distribution and manufacturing professional. Gould developed the "Evolution of Distribution" platform, which provides domestic and international product manufacturers with the sales, marketing, and product distribution expertise required to succeed in the world's largest market -- the United States. In the early 2000s, Gould placed major brands and products in Amazon’s new health and wellness category.

Gould, known as a global marketing guru, also has represented icons from the sports and entertainment worlds such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

Robert Grant  
InHealth Media  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/614795262>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.