

Mitch Gould of NPI: Lower than Expected Inflation May Let the Federal Reserve Pause Interest Rate Hikes

Nutritional Products International Works with Health, Wellness, and Sports Nutrition Companies that Want to Enter the U.S. Consumer Market

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/EINPresswire.com/ -- [Inflation](#) for April increased by 4.9 percent, the first time inflation has dropped below 5 percent in two years.

"This is great news," said [Mitch Gould](#), Founder and CEO of [Nutritional](#)

[Products International](#), a global brand management firm based in Boca Raton, Fl. "Not only did the Consumer Price Index come in lower than 5 percent, but food prices also decreased. This report comes right after the unemployment rate matched its pre-pandemic low of 3.4 percent.

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Mitch Gould, Founder and CEO of Nutritional Products International



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"The lower-than-expected inflation rate for consumer prices may help the Federal Reserve press pause on interest rate hikes at its next meeting in June, which would be good for the business community," he added.

Gould talks almost daily to owners and CEOs of health, wellness, and sports nutrition companies who constantly monitor the U.S. economy.

"Many brands want to expand in the U.S.," he said. "They have innovated health and wellness products waiting to launch in America.

"This report is good news for them," Gould added.

NPI and its sister company, InHealth Media, help brands launch their products through Gould's "Evolution of Distribution" platform.

"I have worked for more than 30 years in the retail industry," Gould said. "I've seen domestic and international companies try to introduce great products to U.S. consumers and retailers and fail.

"They spend too much money and wreak havoc on their profit margin," he added. "That is why I developed the "Evolution of Distribution" platform, which provides all the professional services needed for a successful product launch."

NPI provides a veteran sales team and operational expertise, while IHM handles the marketing campaigns.

"Together, we emphasize affordability and speed to market," Gould said.

For more information, visit 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.

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