

Mitch Gould of Nutritional Products International Celebrates Over 35 Years of Successful Retail Distribution

BOCA RATON, FL, UNITED STATES, January 6, 2025 /EINPresswire.com/ -- Mitch Gould, founder and CEO of Nutritional Products International, is celebrating more than 35 years of successful retail distribution.

Gould has been more commonly known as a global marketing guru. He began his career selling consumer products to Home Depot, Lowe's, Costco, Menards, Walgreens, CVS, Target, GNC, and other big box home center chains into the tens of millions.



"It was a very exciting time as Home Depot began its nationwide expansion," said Gould. "I represented some of the biggest names in consumer products and eventually, my career spanned into nutrition and sports nutrition, which is when I represented icons in bodybuilding, wrestling and action heroes.

"It was cool and an amazing experience working with Bob Wall, Hulk Hogan and others. Everything in life is timing," continued Gould.

When Amazon decided to expand into other categories, including health and wellness and sports nutrition, they called upon Gould and Nutritional Products International to help with the expansion, which also translated to Muscle Foods. NPI clearly played a vital role in developing and conceiving these categories.

Furthermore, Gould then created the "Evolution of Distribution."

Gould said, "I noticed a void in the marketplace – companies from abroad, particularly Europe, we're coming into America and losing millions of dollars. I filled that void and created a headquarters for foreign brands to step into, a simple platform that enables them to have a turnkey, proven record solution where we import, distribute and promote their products."

NPI works hand in hand with Gould's InHealth Media, a cost-effective public relations firm. IHM provides distribution to thousands of outlets throughout the U.S., which has been accomplished through knowledge, experience and relationships with key executives.

For more information on NPI, please visit www.nutricompany.com. For further details about IHM, please visit www.inhealthmedia.com.

MORE ON NUTRITIONAL PRODUCTS INTERNATIONAL 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.

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.

ABOUT INHEALTH MEDIA

InHealth Media is a result-driven, strategy-based, creatively focused media agency that provides comprehensive media services with a global reach for sports, health and wellness, beauty, personal care and nutrition markets.

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