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Bundesliga Club VfL Wolfsburg Joins The Healthiest Family On Earth

The Wolves and USANA enter into long-term partnership

SALT LAKE CITY, March 10, 2020 /PRNewswire/ -- The Bundesliga's [VfL Wolfsburg](#) will bolster its energy and nutritional needs with nutritional supplements from US manufacturer [USANA, the Cellular Nutrition Company](#). The Salt Lake City, Utah-based company is the German club's new official multivitamin partner and supplier. This partnership includes visibility in the Wolves Volkswagen Arena, along with creative activations, hospitality packages, and joint initiatives in the United States.



"At VfL Wolfsburg, we strive to develop professional connections in every area, and that includes the field of nutritional supplements we offer our players, coworkers, and fans," says VfL Managing Director Michael Meeske. "When it comes to health, numerous athletes trust USANA more than any other company. So, we're excited to develop this partnership further in the coming years, and look forward to support USANA with our global network."

USANA will also become the Official Partner of the VfL Wolfsburg Academy to help the young players of the club develop joint and individual projects and initiatives. As an NSF-certified manufacturer of high-quality nutritional products, for over 20 years USANA has provided its supplements to professional athletes and Olympic teams around the globe, including the Women's Tennis Association, Spartan, the English Premier Leagues AFC Bournemouth, [and more](#).

"With all of the positive feedback from other professional athletes who trust USANA and its certified products, it was an easy decision for VfL Wolfsburg to trust and join the USANA team," says Meeske.

To learn more about USANA and its award-winning supplements, visit [usana.com](https://www.usana.com).

"Being able to support an accomplished team like Wolfsburg, in addition to providing our European markets with a USANA-sponsored team to cheer on in their own backyard, is an exciting new venture for us," says Dan Macuga, USANA's chief of communications and marketing. "We look forward to supporting the club and collaborating on future endeavors to continue to supply athletes around the world with the best products available."

About USANA

USANA (NYSE:USNA) prides itself in providing consumers the highest quality nutritional products in the world. From its award-winning supplements to its innovative skincare line, USANA has proven for more than 25 years why it's a company you can trust. How about giving us a try? Shop at [USANA.com](https://www.usana.com) or learn more at [whatsupusana.com](https://www.whatsupusana.com).

About VfL Wolfsburg

VfL Wolfsburg is committed to sporting success and aim to regularly qualify for European competition. As brand ambassadors for Volkswagen AG, the club stands for compassion, professionalism, sustainability, team spirit,

internationality and innovative leadership. The core ingredients for this success are rooted in the continual growth of the club's sporting appeal, excellent youth development, proactive communication and effective implementation of its regional, national and international marketing opportunities.

Media Contact: Ashley Collins
VP of Marketing and PR
(801) 954-7629
media(at)us.usana(dot)com



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