

Vitaquest International Joins Council for Responsible Nutrition as Voting Member



Company Sees Close Alignment with the Goals and Aspirations of the Trade Association

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Vitaquest International, an industry-leading product development and commercialization partner in nutraceuticals and functional foods announced today that it has been accepted as a Voting Member at the Council for Responsible Nutrition (CRN) (Washington, DC). The 50-year-old CRN is a leading standards-promoting and advocacy association representing producers of dietary supplements, functional foods and health-promoting ingredients.

According to Patrick Brueggman, Chief Executive Officer of Vitaquest, the move to join CRN reinforces recognition by the company of the impact and value the trade association has on advancing the scientific, quality and ethical standards of the nutraceuticals and functional foods industries. "The Council for Responsible Nutrition is a leader in focusing attention and supporting the issues that are critical to the advancement of our industry. Over their 50-year history, they have advocated for best practices in clinical science, manufacturing, marketing, quality control and safety," he said. "We are delighted to become a voting member of CRN as we share its commitment to advancing all these best practices and to building trust with consumers as we provide finished products that support their health. We're looking forward to engaging with other member companies of CRN and adding Vitaquest's voice to a dialogue that looks to move our industry ahead," he said. Brueggman has been appointed to the Council for Responsible Nutrition Board of Directors.

Manufacturing Quality Supplements and Functional Foods for Over 45 years

Vitaquest has been delivering innovation in consumer products since 1977. Over the last 45-plus years the company has established itself as one of the premier product development and manufacturing companies in the nutraceutical and functional foods business. It has grown as a result of successful collaborations with customers, its continual investment in the facilities and capabilities needed to support customers, and the company's ability to anticipate the requirements of their markets. This is a full-service offering that includes formulation assistance, manufacturing, packaging, warehousing and fulfillment. Today, the company produces more than 4,000 custom formulas each year, serving more than 500 brands in 40 countries.

On the quality front, Vitaquest offers its TotalQ™ Commitment to Quality, an initiative that draws on the company's activities in a broad range of functions and disciplines including raw material sourcing, ingredient integrity testing, product design, internal QA systems and final product Assurance. The company also offers VQ Solutions, a turnkey warehousing and fulfillment option for customers that starts from our manufacturing floor and ends at their customer's location - getting products faster to market, reducing shipping costs and providing storage in a fully-certified storage facility.

Says Brueggman, "At Vitaquest, we like to say that we can help our customers deliver what's next in the health and well-being market. We feel that CRN has their eye on the future of our industry and we look forward to working closely with them to improve what comes next".



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About Vitaquest International

Headquartered in West Caldwell, NJ USA, Vitaquest International is an industry-leading development and commercialization partner for consumer products featuring a broad array of innovative solutions in nutraceutical and functional foods. A leader in the design and development of new, standards-based quality initiatives, a comprehensive commitment to quality - called TotalQ™ - is at the core of Vitaquest as a company. With over 45 years of history, Vitaquest has the market insight, global reach and scale of operations to support emerging and existing consumer brands from the idea to the store shelf - with flawless execution in every phase.

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Tags

VITAQUEST INTERNATIONAL

COUNCIL FOR RESPONSIBLE NUTRITION

TOTALQ

NUTRACEUTICALS

FUNCTIONAL FOODS