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Skratch Labs Bolsters International Presence with European Headquarters and Distribution Facility

Industry-leading performance nutrition brand announces European distribution for consumers and retailers

June 18, 2024 — Boulder, CO — Skratch Labs, the Boulder, CO-based leader in performance nutrition, expands its distribution network to Europe. The new distribution capabilities enable Skratch Labs Europe to serve endurance sports retailers across the continent and establish Skratch's direct-to-consumer online sales capabilities through their new European domain, www.skratchlabs.eu. Skratch Labs Europe's headquarters in Kirchzarten, Germany will fulfill orders throughout the European Union, as well as in Iceland, Norway, and Switzerland. All Skratch Labs items within the Hydration and Fuel product categories will be available in Europe.

Skratch Labs tapped industry veteran Sebastian Eckmann to lead the operation in Europe as Managing Director. Eckmann brings years of marketing, business development, and thought leadership experience to his industry portfolio and has served as the Managing Director of the European division of Stages Cycling in recent years.

“I feel very honored to help drive Skratch Labs´ consistent growth and establish the brand in the European market,” says Eckmann, Managing Director of Skratch Labs Europe. “Skratch is a well-known and trusted market leader in North America. In Europe, we will be a newcomer in the sports nutrition category. Our team is hungry to earn our spot in the marketplace.”

“We're thrilled to launch B2B and D2C distribution across Europe with such a strong partner as Eckmann,” says Annie Dwyer, B2B Sales Director. “This collaboration enables us to extend the reach of the Skratch Labs brand and to expand our commitment to providing high-quality products and excellent customer service to retailers and consumers alike. It will enhance accessibility and affordability for our existing European consumers while allowing us to introduce our sports nutrition solutions to a much broader audience of athletes.”

Athletes continue to drive the brand's innovation and quality. As worldwide demand continues to rise, Skratch Labs adapts to serve the growing interest in hydration and fueling options made with real ingredients and science-backed formulations. Silverfish UK LTD, a longtime partner of Skratch, will continue to own distribution in the United Kingdom. The Skratch Labs Europe team can be reached at info@skratchlabs.eu.

For more information on Skratch Labs, its European distribution, and the latest product releases and innovations, please contact Mindy Smith at mindy@darbycommunications.com.

About Skratch Labs:
Born in Boulder, CO in 2012, Skratch Labs is a performance nutrition innovator that helps athletes be better. Founded by two cycling pros who spent years on the Pro Cycling Tour watching teammates consume bad-tasting sports nutrition products that caused digestion issues, they created a “secret drink mix” composed of real sugar, salt, and fruit powder mixed in a 5-gallon paint bucket for their team. More than a decade later, Skratch Labs’ approach is the same: help athletes perform better by solving their nutrition problems without causing new ones, using real food ingredients. You can learn more at Skratch Labs, follow on social, join Skratch Labs’ Strava Club, enroll in the affiliate program, or visit the Cafe and Flagship Store.