

**VITAMIN  
WELL**

trivarga 

Press release

**Belinda Bencic**  
is the new Vitamin Well  
ambassador for Switzerland



# VITAMIN WELL

**The Vitamin Well brand is continuing its commitment to tennis and has announced that Belinda Bencic will be its new Swiss ambassador. The collaboration with the 24-year-old sportswoman is an important step for Vitamin Well and its distribution in Switzerland by Trivarga AG.**

Vitamin Well is the number 1 in the Swiss vitamin drinks market and from 2022 will be collaborating with one of today's leading sportswomen.

As the Vitamin Well ambassador in Switzerland, Belinda will be involved in key campaigns – both digital and at the point of sale – as well as in events and new launches. Belinda Bencic will be the face of the brand throughout Switzerland.

## **Belinda Bencic on Vitamin Well:**

“I'm thrilled to be working with the Vitamin Well brand as a brand ambassador. Getting enough vitamins, minerals and fluids is not only essential in tennis but also key to a top performance in general. Vitamin Well and I are a perfect match. I'm proud to be representing Switzerland's most popular vitamin drink.”

Exceptional Swiss athlete Belinda Bencic was born on 10 March 1997 to Slovakian parents at a time when Martina Hingis was one of the world's top tennis players. Belinda started playing tennis at age 2. From the age of 7, her father ensured that Belinda trained daily with Martina's mother, tennis coach Melanie Molitor.

At 16, Belinda Bencic was the World Junior Tennis number 1 and won two Singles Junior Grand Slam titles at the French Open and Wimbledon. This was when her steady climb to becoming one of the world's leading players began. Her greatest success to date is winning gold at the summer Olympics in Tokyo.

Vitamin Well is the healthier alternative to conventional soft drinks. All products are fortified with a range of vitamins and minerals. Refreshing taste, low in calories and non-carbonated. There's a reason why Vitamin Well is the number 1 in the Swiss vitamin drinks market.

Vitamin Well is available in nine different flavours in shops in Switzerland.

Swiss-based company Trivarga AG is an internationally operating group of companies that provides a large scope of products and services to the domestic and international beverages industry.



## **Arturo Sutter, CEO of Trivarga AG:**

“As the leading distributor of independent drinks brands in Switzerland, Trivarga AG has been a pioneer in establishing new successful products for many years. Our extensive experience, our knowledge of the beverages sector and, last but not least, our dedication and passion have enabled us to help advance Vitamin Well to become number 1 in the Swiss vitamin drinks market. The outstanding collaboration between Trivarga and this independent Swedish brand form the basis of a success story that has made Switzerland one of the strongest export markets for Vitamin Well. On behalf of Trivarga, it is a great honour for me to welcome Belinda Bencic as a symbol of success in Swiss tennis and now also as the face of Vitamin Well in Switzerland. Belinda is a perfect match for us: strong, down-to-earth, genuine and dedicated. She is a role model for everyone, fighting with commitment, total dedication – and, in particular with great passion – for her well-earned success.”