NEWS | DIETARY SUPPLEMENTS

Jamieson Wellness partners with Indian pharmacy chain

Jamieson Wellness Inc., Canada’s number one manufacturer and marketer of branded vitamins, minerals and supplements, has signed a five-year partnership agreement with MedPlus to distribute its Jamieson branded products in India.

By **Guest** | November 10, 2018



jamieson-wellness-partners-with-indian-pharmacy-chain

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MedPlus is the second-largest pharmacy chain in the country, with 1,500 locations and plans to increase its retail footprint to 5,000 locations by 2023. The chain currently receives 350,000 customer visits per day to its e-commerce website and retail locations. Jamieson is the only international nutritional supplement brand in the pharmacy’s portfolio.

“Increasingly, consumers are seeking out international brands that are known for their high-quality standards,” said Don Bird, EVP, Global Sales and Marketing at Jamieson Wellness. “Jamieson is well respected globally for our industry-leading quality, and we are looking forward to providing consumers in India with products that have been trusted by Canadians for nearly 100 years.”

The first shipment of product was released in September and will be available at retail in mid-November. Including this new agreement, Jamieson branded products are available in over 40 countries worldwide.

Read online: https://nuffoodsspectrum.in/news/7/13267/jamieson-wellness-partners-with-indian-pharmacy-chain.html
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