

Discount Vitamin Provider VitaminMe Goes Regional

Geelong residents will soon be able to fulfill all their health and wellness need with VitaminMe set to open its doors at Waurm Ponds.

MELBOURNE, VICTORIA (PRWEB) OCTOBER 20, 2009

Discount vitamins retailer VitaminMe is on its way to becoming a household name, as it continues its expansion into regional Victoria. With stores already offering consumers savings in Corio and Westfield Geelong, Waurm Ponds will be the latest area to benefit from this one-stop shop.

General manager Tony Uechtritz is behind the VitaminMe concept. He says he was inspired to open the first store in Elizabeth Street, Melbourne in 2005, after noticing a real gap in the retail sale of health food products.

"Our ongoing expansion is part of a plan to capitalise on the strong growth in the health and wellness industry."

In an economic climate where money is tight, VitaminMe makes big name brands a viable option for all people wanting to invest in their own health.

"Regional areas tend to be monopolised by independent operators charging inflated prices, which can deter people from trying natural health **vitamins and supplements**. We offer the same range of goods at the same low prices as our metropolitan stores," Uechtritz says.

Service and great value are paramount to VitaminMe, which pride themselves on providing an extensive range of nutritional products such as vitamins, minerals, supplements, herbs, sports nutrition formulas, homeopathic remedies, and health and beauty aids at the cheapest prices.

VitaminMe is about more than just everyday low prices and **cheap vitamins**; the unique presentation and merchandising methods make for an inviting and friendly shopping experience. Uechtritz says the company offer consumers the opportunity to take charge of their own health and wellness requirements, and supplement where necessary.

"We hire qualified and passionate staff and put a big emphasis on helping every customer beyond their expectations. Our staff actually enjoy coming to work as recruitment and retention is a big focus for us as a business. Therefore, entering the Geelong market not only benefits the community by way of cheaper products, but provides jobs in a time when work is scarce."

VitaminMe is an industry leader in its field, not only offering top quality products at unbeatable prices, but giving product and nutrition advise. Each store is dedicated to helping customers find answers for everybody, with qualified naturopaths, dieticians and specialists in **sports supplements** on hand.

VitaminMe is growing at an impressive rate, with a dozen stores already located across Melbourne, including three in regional Victoria and one in Tasmania. But the expansion doesn't stop there. Uechtritz says there'll be a VitaminMe store opening in Ballarat before Christmas, with more outlets planned for the New Year.

About VitaminMe

VitaminMe is a leading retailer of **discount vitamins online** and in store around Victoria.

###

“Our ongoing expansion is part of a plan to capitalise on the strong growth in the health and wellness industry.”

Past News Releases



- [VitaminMe Backs Natural Depre...](#)
- [Vitamin Me Rejeys Global Fina...](#)

Share article on social media or email:



View article via:

