

## Manchester United and Manda Fermentation Co Announce Sponsorship Agreement

Written by Australian Business

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MANCHESTER, England--( [BUSINESS WIRE](#) )--Manchester United Football Club (NYSE:MANU) has today announced a five-year sponsorship agreement with Manda Fermentation Co, Japan.

This ground-breaking agreement will see Manda become the Club's first Official Nutritional Supplements Partner, with exclusive rights in Japan.

Founded in 1987 Manda produces a range of health food products, including enzyme based supplements. Its products offer a range of health benefits and are developed by fermenting a variety of natural fruit and vegetables.

For over 20 years the company has been researching and developing the fermentation process to create supplements without the aid of additives, resulting in natural, safe and tasty products to aid health and vitality.

As part of the agreement Manda will work with the Premier League champions to promote its brand to the Club's 4 million Japanese followers.

Manchester United's Group Managing Director, Richard Arnold comments:

'This is the first time the Club has had an Official Nutritional Supplement Partner and we are delighted to welcome Manda as our inaugural partner in this sector. Manda is one of Japan's leading health supplement manufacturers and they understand the benefits of natural nutrition, dedicating years of research into farming and new innovations to produce its products. Through our partnership we hope to communicate to our Japanese fans the benefits of adopting a healthy lifestyle.'

Dr. Yoshinori Matsuura, President of Manda Fermentation Co., Ltd. comments:

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'We are happy to announce our agreement with Manchester United, one of the oldest football clubs in world with great heritage, to become its first Official Nutritional Supplement Partner in Japan. Manchester United represents excitement and happiness to people all over the world and through this partnership, Manda would like also to expand the company's aim to contribute to your wellness and the environmental conservation of our Mother Earth.'

## About Manchester United

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 135-year heritage we have won 62 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.