

Ultra marathon runner's business buys sports nutrition retailer

A Dorset business founded by a former international ultra marathon runner has acquired a sports nutrition retailer for an undisclosed sum.

XMiles UK specialises in products and accessories for endurance sports and was established in 2015 by athlete Anthony Clark, who represented England and Great Britain in competitions around the world.

The business has now added online business Energy Snacks, which supplies more than 20 brands of gels, bars and drinks to more than 9,000 UK customers, to its portfolio.

Wimborne-based XMiles, which operates from its shop and HQ on Poole Road in the town, said the deal was part of its wider expansion plans.

The group said it was looking to grow its current base of more than 30,000 active customers, 250,000 annual online visitors and 80 brand partners.

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XMiles said it would look to build on the “strong foundations” built by Energy Snacks founder James Elling and his team, by adding further products and brands to its range.

Mr Clark, XMiles’ chief executive, said: “It’s a great privilege and opportunity to build on James’s work and bring the Energy Snacks brand into the XMiles family, and take the next exciting steps in the development of the XMiles UK e-shop portfolio.”

The Xmiles group also comprises the online store XESD, which imports and distributes endurance sports products to retailers across the UK and Ireland.

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