

Woolworths renews Absa Cape Epic sponsorship until 2016

Woolworths is to continue until 2016 as the official food sponsor for the rider recovery zone and all the water points on the 8-stage Absa Cape Epic mountain bike race.



The race is considered one of the toughest in the world, attracting top local and international cyclists. The sponsorship underscores the company's position as the leader in good food and a healthy lifestyle.

With most of the 1,200 riders taking from six to nine hours to complete each stage, the race takes its toll and the first 45 minutes after each day's gruelling ride are critical in terms of recovery. To aid riders' recovery, the company prepares special meal packs containing foods specifically chosen by its dietician, according to international guidelines for peak performing endurance athletes.

In addition, it provides extra instant 'fuel' at each water point along the route. Like the recovery packs, its dietician has selected these snacks according to international guidelines for peak performance.

Riders can also order additional 'top up' recovery meals through its online store.

For more, visit: <https://www.bizcommunity.com>