

SiS-Fuelled Olympic Success

16th August 2012

SiS is the official sports nutrition supplier to both GB Rowing Team and GB Sailing Team. SiS has fuelled GB rowing Team, the high-performance arm of British rowing since 2009 and are set to be partners until 2017.

GB Rowing Team have ruled the water, experiencing its best Olympic regatta of all time, winning four gold, two silver and three bronze medals. Twenty-eight rowers in nine boat classes have won medals, with all 47 rowers having reached the Olympic finals in front of record crowds at Eton-Dorney.

Helen Glover and Heather Stanning took Team GB's first gold medal of the games in the women's pair and in doing so became Britain's first female Olympic gold medallists in the sport. The women's lightweight double sculls pairing of Katherine Copeland and Sophie Hosking also won gold later in the week.

The men's coxless four, consisting of Andrew Triggs Hodge, Tom James, Peter Reedand and Alex Gregory won gold; beating arch-rivals Australia with USA claiming the bronze medal.



Katherine Grainger and Anna Watkins claimed the gold medal in the women's double scull. It was Grainger's fourth Olympics, having won silver on the previous three occasions, making the gold medal all the more emotional.

"The whole range of SiS products were available to be used by the athletes throughout the build up and during competition. SiS GO + Nitrate Gels, in particular, were used for some time before they were launched, in the build up to the games, in order to fine tune individual timing and preference," says Tim Lawson, founder of SiS. Lawson continued, "Supplements, such as Beta Alanine and Omega Shots, were used regularly during training as the benefit gained is long lasting.

In a sport requiring immense strength, speed and clarity of thought to negotiate the course, SiS products, such as SiS GO Energy Bars, gave GB sailors the required energy to perform to the best of their abilities.

Ben Ainslie became the most decorated Olympic sailor in history clinching his fourth straight gold medal and fifth medal in total. Ainslie took gold in the Men's Finn class, narrowly defeating the Danish

sailor, Høgh-Christensen. Ben is very well known for his fierce competitive nature and incredible physical abilities. SiS products make sure that he is at the top of his game nutritionally, fuelling him to become four-time Olympic Champion.

Great Britain's Nick Dempsey secured Silver in the men's RS:X windsurfing class. Iain Percy and Andrew Simpson also claimed a superb silver medal in the men's Star class.

Luke Patience, Stuart Bithell, Hannah Mills and Saskia Clark both took silver in the 470 class to make it five medals in total for GB Sailing.

"We've worked with many of the GB teams over many years to help develop products and strategies for training and competition," adds Tim Lawson. "It was fantastic to see such a successful outcome after so much hard work."

Due to the nature of rowing regattas and sailing races, heats, semi-finals and finals take place on successive days, which puts a lot of importance on recovery for the athletes. SiS REGO Rapid Recovery ensures the athletes get enough protein straight after their race, when it is most vital.

The London 2012 Olympics was a great success all around, and SiS are proud to have played a part in what has been an amazing games for GB Rowing and GB Sailing. SiS products allowed the athletes to prepare, perform and recover optimally. Overall, SiS-fuelled athletes achieved 24 medals including 11 Golds. With rowing and sailing just two of the sports where SiS was used, as it was used by athletes participating in other sports such as cycling and tennis.

We would like to congratulate all the SiS-fuelled athletes that competed in the Olympics.