

Empowering Nutraceutical Brands with Next-Gen Creatine Solutions

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As the global nutraceutical industry evolves, ingredients once confined to niche sports nutrition segments are rapidly moving into mainstream wellness. Creatine is one such example gaining renewed attention not only for athletic performance, but also for its potential in cognitive health, healthy ageing, and women’s wellness. However, despite this expanding relevance, the premium creatine market has long been characterised by limited supplier diversity, traditional formats, and relatively slow innovation.

Against this backdrop, Qura Creatine has emerged with a clear intent: to challenge the status quo by introducing a new benchmark in purity, transparency, and functionality. Co-founder Michael Hekking is leading this effort by focusing on ultra-high-purity standards, advanced solubility, and full supply-chain traceability, which are becoming increasingly critical as brands seek differentiation and regulatory confidence in a competitive global market.

In this interview with NUFFOODS Spectrum, Hekking discusses the market gaps that led to the creation of Qura Creatine, the technological and process innovations behind its product, and how the company aims to support next-generation nutraceutical applications. He also shares insights into the importance of supply chain diversification, evolving consumer expectations, and the future of creatine across emerging health and wellness segments.

What specific market gaps or challenges prompted the launch of Qura Creatine, and how do you see it addressing the current near-monopoly in the premium creatine segment?

For many years, the premium creatine segment has effectively been dominated by a single supplier. While that has helped create a consistent benchmark for quality, it has also meant that brands have had very limited choice when it comes to sourcing high-grade creatine.

At the same time, demand for creatine is growing rapidly and expanding well beyond traditional sports nutrition into broader wellness categories. Yet today, the majority of the market is still based on powder formats, which shows how little the category has evolved despite this shift.

When you combine rising demand, outdated formats, and limited supply diversity, it creates structural risk for brands.

Qura Creatine was launched to address exactly that. Our goal is to provide a credible, high-quality alternative that reduces dependency on a single supplier while helping move the category forward. It's not just about adding another source of creatine, it's about raising the standard in purity, transparency, and functional performance.

Qura Creatine emphasises ultra-purity, transparency, and solubility. How do these attributes translate into tangible benefits for nutraceutical brands and end consumers?

Ultra-high purity (>99.95 per cent) ensures extremely low impurity levels, which is critical for safety, regulatory compliance, and premium product positioning.

Transparency is equally important. Through independent testing in both the EU and the US, along with full batch traceability, brands have the documentation and confidence they need to operate in regulated or performance-focused markets.

We take this a step further through our QR-based verification system. Each batch is digitally linked to its full quality documentation, allowing brands and consumers to directly verify test results, composition, and traceability.

Solubility is where the benefit becomes especially tangible. Traditional creatine can limit innovation due to poor dispersion and sedimentation. Improved solubility enables better product experiences, from clear beverages to stick packs and ready-to-mix formats.

For consumers, this translates into better usability, a smoother drinking experience, and greater trust in the product.

With creatine increasingly positioned beyond sports nutrition into areas like cognition and women's health, how is Qura Creatine supporting innovation in these emerging application segments?

We're seeing creatine evolve from a traditional sports supplement into a much broader functional ingredient, with growing scientific relevance in areas such as cognitive performance, healthy aging, and women's health.

These emerging categories come with different expectations. It's less about large tubs of powder and more about convenience, consistency, and seamless integration into daily routines.

Qura Creatine was designed with that shift in mind. Its improved solubility and fine particle characteristics make it well suited for modern delivery formats such as functional beverages, capsules, tablets, and gummies, formats that are far more aligned with today's consumer behavior.

In that sense, we're not just supplying an ingredient, we're helping brands bring creatine into entirely new product categories.

Can you elaborate on the technological advancements or manufacturing processes that enable Qura Creatine to achieve >99.95 per cent purity and improved solubility compared to conventional creatine monohydrate?

Our approach is process-driven. Achieving >99.95 per cent purity is not the result of a single processing step, but of carefully controlled manufacturing conditions throughout the entire production process.

This includes strict control of reaction parameters, raw material quality, and multiple purification stages designed to minimise impurity formation.

When it comes to solubility, the focus is on physical characteristics such as particle size distribution and structural properties. By engineering the material to disperse more efficiently in water, we improve dissolution behaviour without altering the

creatine molecule itself.

Importantly, these results are supported by independent testing in both the EU and the US, ensuring credibility and consistency for our partners.

How important is supply chain diversification and traceability in today's ingredient market, and how does Qura Creatine ensure reliability and regulatory compliance across global markets?

Supply chain resilience has become a critical topic in the ingredient industry, particularly in fast-growing categories like creatine.

At Qura, we address this in two key ways. First, diversification by offering a high-quality alternative supply source, we help brands reduce reliance on a single dominant supplier.

Second, transparency and traceability. Every batch of Qura Creatine is fully traceable and supported by comprehensive documentation, including independent laboratory testing and anti-doping verification pathways.

Through our QR-based verification system, each batch is digitally linked to its full quality documentation, allowing brands, regulators, and consumers to instantly verify authenticity and composition.

Our production and co-packing take place in FSSC 22000 and IFS-certified facilities, ensuring alignment with global quality and regulatory standards. Together, this provides both supply security and confidence when it comes to compliance.

What is your go-to-market strategy, particularly regarding partnerships with nutraceutical brands, and which regions or product formats are you targeting for initial growth?

Our go-to-market strategy is built around strong partnerships with nutraceutical brands and formulators.

We position Qura Creatine as an ingredient brand rather than a consumer brand. That means supporting our partners with more than just supply, we provide technical support, documentation, and a transparent quality story they can communicate to their customers.

Geographically, our initial focus is Europe and North America, where demand for high-quality, traceable ingredients is particularly strong. At the same time, we are actively engaging with Asia as a fast-growing market for creatine-based products.

In terms of formats, we see the biggest growth potential in next-generation applications such as sticks, sachets, tablets, gummies, capsules and functional beverages. Ultimately, our goal is to become the benchmark ingredient that forward-thinking brands choose when they want to differentiate their products.

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