

New Ideas for Beverage Manufacturers

In close cooperation with its customers, **Stern Vitamin** develops special vitamin and mineral premixes for foods, beverages and food supplements. At HI Europe, the company will be presenting its latest new products for the beverage industry. They include combinations of active ingredients for use in energy or relaxing drinks and premixes specially designed for products directed towards specific target groups – for athletes, to maintain healthy bones or to support the immune system. “Our new ideas also include so-called ‘love-boost’ drinks with stimulating plant extracts such as damiana powder”, says Dr. *Sabine Hildebrandt* from Stern Vitamin’s Research & Development department. In the production of its premixes, SternVitamin uses state-of-the-art technology such as fluid-bed drying. “With our fluid-bed processor we can convert powders which do not dissolve readily in water into agglomerates with a porous structure which have much better water solubility”, Dr. Hildebrandt continues. Other processing steps – drying, granulating or coating – can be carried out on this plant too. The experts from SternVitamin will explain the details at HI Europe, on stand No. D 40. SternVitamin GmbH & Co. KG with its registered of-



Stern Vitamin's Relaxing Drinks

fic in Ahrensburg is a member of the Stern-Wywiol Gruppe. For 30 years the group of companies has been among the successful enterprises operating internationally in the world of Food and Feed Ingredients. The eleven specialist firms that make up the Stern-Wywiol Gruppe produce a wide range of functional systems for food and animal nutrition. ■

Power Horse: In the Game

Power Horse Energy Drinks GmbH is headquartered in Linz (Austria) and is part of the **Vitalis Food Group**. Founded in 2004, Power Horse established its product as a well-known brand in the premium segment of energy drinks. Ever since its market launch,



ATP TOP 20 player Philipp Kohlschreiber

the company has been active in sport sponsoring and is a valued partner of events and champions worldwide. Brand ambassadors include ATP TOP 20 player Philipp Kohlschreiber and world class football striker Emmanuel Adebayor. Power Horse actively supports events and clubs in Tennis (Power Horse World Team Cup, Mercedes Cup Stuttgart, the bet-at-home Cup Kitzbuehel and the Valencia Open), Football (BAYER 04 Leverkusen), Triathlon (World Triathlon Corporation, 21run.com triathlon team) and Beach Soccer (Beach Soccer Worldwide). The company purchased the official sponsorship rights of Beach Soccer Worldwide. The partnership includes events in Russia, Brazil, France and Dubai, as well as the official title sponsorship rights for the Power Horse Euro Beach Soccer League. When Beach Soccer was held first time in Dubai in 2011, it created huge awareness. In May 2012, Power Horse brand ambassador *Max Schrom* set a new world record with the most serial jumps on the back wheel of a normal bike. 180 jumps secured his entry into the Guinness book of world records. The product range includes the classic Power Horse Regular, the calorie reduced Power Horse Sugarfree and the flavored Power Horse Energy Cola. ■