

PRESS RELEASE

A new trend on the beverage market:

Energy drinks for love

Ahrensburg, January 2013 – Today's consumers are more health-conscious than ever, and the demand for products offering additional functions has been growing strongly in recent years. People want food that doesn't just taste and look good, but also supports a modern, creative lifestyle. Nutritional ingredient company SternVitamin is at the forefront of market trends, and develops premixes for innovative products including beverages. "Among our interesting product ideas are the so-called 'love boost' drinks with plant extracts like damiana extract powder, which is claimed to have a stimulating effect," said Dr. Sabine Hildebrandt, Head of Research & Development at SternVitamin.

The premix from the SternVit BV series comes in two versions, for women and for men. The women's mix contains extracts of ginseng and damiana plus L-arginine, magnesium and vitamins B₆, B₁₂ and C. "Stimulator" for men has damiana and guarana extract plus vitamins B₁, B₆, B₁₂ and C. "Plant extracts like damiana and ginseng give trend products a special appeal and increase their potential added value. In combination with our basic compounds for energy drinks, they make it possible to develop completely new product concepts," said Dr. Hildebrandt.

Guarana has long been known for its stimulating effect, while ginseng is considered a cure-all in Asia where it comes from. The root has also long been trusted as a tonic against fatigue and exhaustion. On the other hand, damiana is still relatively unknown in many countries. It occurs naturally from the US to Argentina, and Mexican physicians and natives use it to treat respiratory cramps, nervous tension, exhaustion and sexual dysfunctions.

Customised premixes

When implementing new product ideas SternVitamin works very closely with the customer's development department. As Dr. Hildebrandt said, "While we do offer various standard premixes, as a rule each customer gets their own, customised product. We look closely at their product parameters and processes. This lets us precisely calculate any losses in ingredient effectiveness during manufacture and storage, and compensate by adding more of those ingredients."

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For beverages, micronutrients must be readily soluble. To achieve this, SternVitamin uses modern technologies such as fluidised bed drying. “Our fluidised bed dryer lets us turn poorly soluble powders into porous-structured agglomerates, which dissolve much better in water,” said Dr. Hildebrandt. The machine can also do the drying, agglomeration and coating steps.

About SternVitamin:

SternVitamin GmbH & Co. in Ahrensburg is a member of the Stern-Wywiol Gruppe. For 30 years the group has been internationally successful in the world of food & feed ingredients. The Stern-Wywiol Gruppe includes eleven specialist companies producing a wide range of functional systems for food and feed. In addition to SternVitamin for vitamin and mineral premixes, this dynamic group includes well-known companies like Mühlenchemie for flour improvers, DeutscheBack for baking ingredients, Hydrosol for stabilising systems, SternEnzym for enzymes for baked goods and confections as well as alcohol and beer production, OlbrichtArom for food flavourings, HERZA Schokolade for functional chocolate pieces and Sternchemie for food lipids, especially lecithin, MCT oil, red palm oil and spray-dried coconut milk. Under the SternMaid brand, the group also provides contract manufacture of powdered food and nutritional additives. All of the group's activities are centred around application research in the modern, 3000+ sqm Technology Centre in Ahrensburg near Hamburg. Here, all Group companies have access to the concentrated specialist knowledge of the Group's Know-how Connection.

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