

Doehler Brings Ideas to Life

As a global manufacturer of natural ingredients, ingredient systems and integrated solutions for the food and beverages industry, **Doehler** is showcasing at Gulfood 2013 (Hall Sheikh Saeed 3, Stand S3-A18) many pioneering food and beverage concepts like still fruit juice beverages, innovative carbonated soft drinks, exotic aqua fruit beverages and fresh malt beverages, tailored to the customer demands of the Middle East. It will expose its range of still drinks featuring an especially fruity flavor profile in addition to its innovative product concepts, such as fruity-flavored malt beverages. Moreover, the company has developed carbonates with 2 percent fruit juice – for more juicy enjoyment and improved mouthfeel. With new fruit splashes and aqua fruit beverages, Doehler will be presenting healthier and more natural alternatives to traditional carbonated soft drinks. It has found a solution for this demand by developing products with a light carbonization and with 10 percent fruit juice while providing a juicy taste at the same time. Furthermore, the company will present a range of innovative sweetening systems in the MultiSweet Plus® product range. This also includes the natural sweetening sys-



Doehler, a global manufacturer of ingredient systems

tem Stevia and the Sugar Replacement Technology (SRT) which offers new ways to reduce carbohydrates without sweeteners. As well as new flavors, it will also be presenting technologically advanced preparations and fantastic tasting alginate pearls “bubbles” with a natural flavored core, for innovative beverages and dairy products. ■

Energy Drinks for Love

Today's consumers are more health-conscious than ever, and the demand for products offering addi-



SternVitamin's "Love boost" beverage range

tional functions has been growing strongly in recent years. 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” said 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. ■