

Project: Press release for SternVitamin
Topic: FIE 2013

Food Ingredients Europe 2013

SternVitamin helps beverage manufacturers with new premixes for energy drinks

Hamburg, September 2013 – SternVitamin, an international supplier of customized vitamin and mineral premixes for food, beverages and food supplements, will present new combinations of active ingredients at FIE (Stand 8H30). These include “Love Boost” energy drinks containing plant substances like damiana extract powder, reputed to have a stimulating effect.

“Love boost” drinks

The premix from the SternVit BV series is available in two variants: for women and for men. The mixture for women contains the plant extracts ginseng and damiana and also L-arginine, magnesium and the vitamins B₆, B₁₂ and C. Besides damiana and guarana extract, the “stimulator” for men contains the vitamins B₁, B₆, B₁₂ and C. Plant extracts like damiana and ginseng make trend products particularly attractive and increase their value-added potential. When combined with SternVitamin’s base compounds for energy drinks, they make it possible to create totally new product lines.

Guarana has long been known to have a stimulating effect. In Asia, where it originates, ginseng is regarded as a universal remedy. The root is a classic tonic to combat fatigue and exhaustion. Damiana, on the other hand, is still scarcely known in many countries. The plant’s natural habitat extends from the USA to Argentina. Mexican doctors and the native inhabitants use damiana as a medicinal plant to relieve spastic conditions of the respiratory organs, nervous tension, depression and sexual dysfunction.

Customized vitamin premixes

When realizing ideas for new products, SternVitamin cooperates closely with the development departments of its customers. In doing so, the applications technologists give careful consideration to the product parameters and the production process at the customer’s facility. This makes it possible to calculate any loss of activity of the ingredients resulting from manufacture and storage of the end products and compensate for it by slight overdosing.

For the beverage industry it is also extremely important for the micronutrients to be readily soluble. To achieve this, SternVitamin makes use of state-of-the-art technology such as fluid bed drying in the manufacture of the premixes. With the aid of the new fluid bed processor, for example, the company can transform powders with poor solubility into agglomerates with a porous structure that dissolve much more readily in water. The fluid bed processor also permits drying, granulation and coating.

About SternVitamin:

SternVitamin GmbH & Co. KG with its registered office in Ahrensburg is a member of the Stern-Wywiol Gruppe. For over 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. Besides SternVitamin for vitamin and mineral premixes, the dynamic group includes such well-known firms as Mühlenchemie for flour improvers; DeutscheBack for baking ingredients; Hydrosol for stabilizing systems; SternEnzym with enzymes for baking, sugar confectionery and the production of alcohol and beer; OlbrichtArom for food flavourings; HERZA Schokolade for functional chocolate pieces; Sternchemie for food lipids, in particular lecithin, MCT oil, red palm oil and spray-dried coconut milk. In the contract production of powdered foods and food supplements the Stern-Wywiol Gruppe operates under the trademark SternMaid. All the firms' activities revolve around applications research at the modern Technology Centre in Ahrensburg, near Hamburg, with an area of more than 3,000 m², where each of the specialist firms has access to the skills of the whole group through the Know-How Connection.

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