

## PRESS RELEASE

### Vitafoods 2014

## SternVitamin presents nutrient premixes for high-impact lifestyle drinks

**Ahrensburg, April 2014** – "Brainpower" and "Mind-Calming" are the key words for nutrient specialist SternVitamin's innovative new products at this year's Vitafoods in Geneva. These newly developed vitamin and mineral premixes address current trends and support a modern, creative lifestyle. The focus is on custom product ideas for the beverage industry.

### Relaxation sip by sip

The new "Mind-Calming" beverage premix is designed for lifestyle beverages that help consumers stay calm in hectic situations. It contains selected vitamins as well as elder and balm plant extracts. The polyphenols and anthocyanins in elder help reduce stress and improve psychological well-being. In moderate doses, balm extract promotes calm in stressful situations, while also boosting alertness. It improves the mood and assists in memory functions. In combination with selected B vitamins and vitamin C, the new Mind-Calming premix from SternVitamin is the perfect basis for relaxing lifestyle drinks with a broad target group, from professionals to students, from kids to seniors. As a ready-to-drink packaged beverage it combines health, wellness and convenience, giving it an advantage over teas that require boiling water and steeping.

### Brainpower from a bottle

With a balanced combination of vitamins, minerals and green tea extract, SternVitamin's new "Brainpower" premix boosts concentration and memory. It can also help delay the loss of mental faculties due to old age. This premix is intended for enriching beverages and contains pantothenic acid, which boosts mental well-being. It also contains vitamin C, which as an antioxidant protects nerves and brain blood vessels, and together with zinc and iodine contributes to normal cognitive function. Among green tea's many beneficial ingredients is theanine, which can counteract psychological and mental stress reactions. This premix is also suitable for a wide range of consumers including professionals, students and seniors. A positive side effect is that drinks containing the Brainpower premix contribute to fluid intake, which is also important for concentration and performance.

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These vitamin and mineral mixtures can be individually dosed and flavoured depending on the target group and customer requirement. In the development of tailored products, the SternVitamin team pays careful attention to customer product parameters and production processes. This makes it possible to calculate any loss of effectiveness caused by the manufacturing process or storage of the end products, and compensate for it with the right amount of overdosing. To make its premixes, SternVitamin uses modern technologies like fluid bed drying. This makes it possible to convert powders that do not dissolve well into agglomerates with a porous structure which dissolve much more readily in water. Drying, granulation and coating can also be done with fluid-bed technology. Visitors can learn about SternVitamin's portfolio and the manufacture of these premixes at the company's booth No. 21048 at Vitafoods 2014.

About SternVitamin:

*SternVitamin GmbH & Co. KG in Ahrensburg offers full service in micronutrient premixes. Working to customer requirements, the company develops individual vitamin and mineral mixes that also include functional ingredients like amino acids and plant extracts. These nutrient mixes are suitable for enriching foods, beverages and nutritional supplements. As a subsidiary of the independent, owner-operated Stern-Wywiol Gruppe, SternVitamin always has access to the concentrated expertise and modern applications technology of its sister companies. These are Mühlenchemie for flour improvers, DeutscheBack for baking ingredients, HERZA Schokolade for functional chocolate pieces and bars, OlbrichtArom for flavourings, SternEnzym for enzymes (baked goods and confections, alcohol and beer), and Sternchemie for food lipids (including lecithin, MCT oil, red palm oil and spray-dried coconut milk). Sister company SternMaid works in the contract manufacture of powdered foods and nutritional supplements.*

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