

PRESSE RELEASE

HI Europe 2014

SternVitamin presents nutrient premixes for innovative lifestyle drinks

Ahrensburg, October 2014 – tailor-made micronutrient premixes designed to customers' individual specifications are SternVitamin's core business. At this year's HI Europe in Amsterdam the company will be presenting nutrient premixes for innovative lifestyle drinks. They take up current trends like "brainpower", "mind calming" and "beauty". The mixtures can contain various components such as vitamins, minerals and trace elements and also amino acids, plant extracts and other valuable ingredients. Each premix is tailor-made to the customer's individual product parameters and production processes. On SternVitamin's stand H 4, visitors to the exhibition can convince themselves of the added value potential such new products offer.

Higher, faster, farther – modern life seems to take place exclusively in the fast lane. Many people find it difficult to relax "at the flick of a switch". So our nutrition has to be adjusted to our modern way of life. The new "**Mind Calming**" drink premix is designed to be part of a supportive lifestyle diet that helps the consumer to relax in hectic situations. Besides selected B vitamins and vitamin C, the premix contains plant extracts from elder and balm. The polyphenols and anthocyanins contained in elder help to relieve stress and promote mental and emotional wellbeing. Extract of balm can have a soothing effect in stressful situations and at the same time increase alertness. Extract of balm is also said to have a favourable influence on mood and assist memory. That makes SternVitamin's Mind Calming premix an ideal base for relaxing lifestyle drinks directed towards a broad target group – from the working population through students to children and senior citizens.

The "**Brainpower**" premix developed by SternVitamin, containing vitamins, minerals and green tea extract, aids concentration and memory. It can also help to delay the mental deterioration characteristic of aging. The premix for addition to drinks contains pantothenic acid, which helps to promote mental wellbeing. It also contains vitamin C. Being an antioxidant, vitamin C is known to protect nerves and the cerebral vessels, and together with zinc and iodine it contributes to maintaining normal cognitive functions. One of the most important constituents of green tea is theanine, which helps to relieve mental and emotional stress. This premix is directed towards different consumer groups, too. They include working people, students and also elderly persons. As a positive side

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effect, drinks made with the Brainpower premix contribute to an adequate supply of liquid, which is also important for optimum concentration and fitness.

The lifestyle premixes can be dosed and adjusted individually to suit different target groups and meet customers' requirements. SternVitamin also offers advice on developing ideas for new products which will stand out from their competitors through specific fortification with micronutrients. In this way companies benefit from close collaboration with SternVitamin and its sister firms in the Stern-Wywiol Gruppe, which together have a wide knowledge of all manner of different applications. These range from cereals and beverages through dairy products, oils and fats to food supplements. Trade visitors can learn more about the range of premixes and their production at SternVitamin's stand H 4 at HI Europe 2014.

About SternVitamin:

SternVitamin GmbH & Co. KG with its registered office in Ahrensburg offers a full range of services in the field of micronutrient premixes. The company develops individual vitamin and mineral mixtures to meet customers' specific requirements; other functional ingredients such as amino acids and plant extracts can be worked in too. The nutrient mixes are suitable for fortifying foods, beverages and food supplements. As a member of the owner-managed, independent Stern-Wywiol Gruppe, SternVitamin has permanent access to the modern applications technology of its sister companies and their pool of specialist knowledge. The firms include Mühlenchemie for flour improvers; DeutscheBack for baking ingredients; Hydrosol for stabilizing systems; HERZA Schokolade for functional chocolate pieces and functional bars; OlbrichtArom for flavourings; SternEnzym with enzymes for baking, sugar confectionery and the production of alcohol and beer; Sternchemie for food lipids (including 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.

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