

PRESS RELEASE

HI Europe 2018

SternVitamin presents health & wellness ideas for beverage manufacturers

Ahrensburg, October 2018 – “Health enjoyment” is one of the current top trends, according to the Frankfurt Future Institute's Food Report 2019. Staying fit and having fun are the goal. Eating and drinking are no longer about just balanced nutrition, they are also supposed to appeal to all the senses and to the individual needs of consumers. At this year's Hi Europe, micronutrient specialist SternVitamin is showing beverage manufacturers how they can meet consumer demand for healthy, enjoyable products, using its new “Pure Vitalizer” beverage compound as an example. At Booth 8E36 visitors can experience the advantages of the new concept.

Pure Vitalizer is the basis for a drink that increases metabolic activity. As a healthier, more natural alternative to conventional energy drinks, it boosts energy and fitness with natural ingredients. The caffeine in the green tea extract stimulates energy production without nervousness. Green tea is also a known source of antioxidants. Another stimulating ingredient is panax ginseng extract, used in Asia for centuries for its health-giving properties. Ginseng has numerous positive effects. Among other things, it makes body and mind more resistant to stress, stimulates the metabolism and reduces tiredness and fatigue. This powdered drink base also contains vitamins B1, B2 and B6, niacin, biotin and vitamin C, as well as the trace elements iodine and selenium, a micronutrient mix that helps support normal metabolism and the immune system. As an authorised EU health claim, this can be marked on the packaging.

A balanced combination of lemon and natural ginger flavouring gives the drink a fresh flavour. Its mild sweetness comes from isomaltulose, a sugar alternative made from sugar beets. It provides the same amount of energy as normal household sugar, but with several health advantages. For one thing, it is not absorbed in the intestine as fast as normal sugar, so blood sugar and insulin levels rise more slowly and energy intake is steadier. Isomaltulose helps burn fat during physical activity and is also tooth-friendly, as its molecular structure makes it hard for mouth bacteria to metabolise. At Hi Europe visitors can try out Pure Vitalizer at the SternVitamin booth and learn about the company's customizable health & wellness concepts.

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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 micronutrient 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, Hydrosol for stabilising systems, HERZA Schokolade for functional chocolate pieces and bar production, OlbrichtArom for flavourings, SternEnzym for enzymes (baked goods and confections, alcohol and beer production), 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.

New book:

A new book from SternVitamin provides many ideas for impactful micronutrient concepts. "Micronutrients work. Little extras. Big benefits" is a practical manual intended for product developers, marketers and other creatives in the food industry who are involved in new ideas for functional foods, nutritional supplements and the like. This 116-page practical manual is available from Robert Wenzel Verlag and costs 15 euros.

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