

PRESS RELEASE

SupplySide West 2018

SternVitamin: Micronutrient premixes for individual health and lifestyle concepts

Ahrensburg, October 2018 – Health is one of the mega-trends on international markets. Sales of vitamins and minerals have been rising for years. In this context, foods and beverages with added health benefits are gaining in importance. This is especially the case for personalised foods that address special health aspects. At this year's SupplySide West in Las Vegas, SternVitamin is showing how manufacturers of beverages, foods and nutritional supplements can generate value-add potential with special product concepts. At booth 1571 this specialist in custom-compounded vitamin and mineral premixes is presenting micronutrient premixes for different target groups and life situations.

The new premix for “healthy bones and heart” is just one example, and visitors can test it right at the booth. This micronutrient mix picks addresses one of the top trends in the beverage market - water-based fortified drinks. International market figures show that this category has huge growth potential. The vegan premix contains vitamins B1, B12, C, K2 and D3. Organic agave syrup powder gives it a slight sweetness, while natural flavours give the drink a “dark berry” taste. In addition, SternVitamin shows how EU-approved health claims can be used on packaging for effective marketing.

The micronutrient beverage premix is just one example of many different target group concepts that address different life phases of consumers. These health and lifestyle concepts range from boosting the immune system and strengthening the cardiovascular system to beauty support. SternVitamin's micronutrient premixes are specially configured for the needs of individual target groups, be they expectant mothers, schoolchildren, students, professionals or seniors. In addition to beverages, these tailor-made mixes also add value to teas, snacks, dairy products, baked goods and confections. SternVitamin has likewise developed special premixes for enriching vegan foods.

About SternVitamin:

SternVitamin GmbH & Co. KG in Ahrensburg offers full service in micronutrient premixes. Working to customer requirements, the company develops individual vitamin

SternVitamin GmbH & Co. KG

Kurt-Fischer-Straße 55
D-22926 Ahrensburg
Telefon: + 49 (0) 41 02 / 202-007
Fax: + 49 (0) 41 02 / 202-070
E-Mail: info@sternvitamin.de
www.sternvitamin.de

Geschäftssitz Ahrensburg
Ust.-ID-Nr.: DE247934636
Amtsgericht Lübeck HRA 4673 HL
Komplementärin
SternVitamin Verwaltungsges. mbH
Amtsgericht Lübeck HRB 6595 HL
Geschäftsführer
Volkmär Wywiol / Lennart Kutschinski

Deutsche Bank AG, Hamburg
BLZ 200 700 00, Konto 030 354 500
BIC: DEUTDE33
IBAN: DE22 2007 0000 0030 3545 00
HSH Nordbank AG, Hamburg
BLZ 210 500 00, Konto 535 930 000
BIC: HSHNDE33
IBAN: DE41 2105 0000 0053 5930 00

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.

For more information:

Ilka Hübner
Marketing SternVitamin
Tel.: +49 (0)40 / 28 40 39-75
ihuebner@sternvitamin.com

Press contacts:

teamhansen / Manfred Hansen
Mecklenburger Landstr. 28 / D-23570 Lübeck
Tel.: +49 (0)4502 / 78 88 5-21
manfred.hansen@teamhansen.de

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SternVitamin GmbH & Co. KG

Kurt-Fischer-Straße 55
D-22926 Ahrensburg
Telefon: + 49 (0) 41 02 / 202-007
Fax: + 49 (0) 41 02 / 202-070
E-Mail: info@sternvitamin.de
www.sternvitamin.de