

## PRESS RELEASE

Vitafoods 2018

### SternVitamin: Premixes for vegans and different age groups

**Ahrensburg, March 2018** - According to current market surveys, a healthy lifestyle is important to all age groups. Product solutions aligned with nutrition trends and consumer needs have correspondingly high value creation potential. At this year's Vitafoods in Geneva, SternVitamin will present micronutrient premixes that address individual consumer wishes. Among other applications, these ingredient compositions can be used to make nutritional supplements and to enrich beverages, cereals and confections. Visitors can find out more at SternVitamin's booth K34.

In addition to various micronutrient premixes specifically targeted to consumers' individual life phases, SternVitamin also offers solutions to meet current nutrition trends. For example, the special SternVitamin premix for vegans is one way to improve the nutrition profile of people who eat only plant-derived foods. Along with vitamins B<sub>12</sub>, B<sub>2</sub> and D, it provides the appropriate amounts of iron, zinc, calcium, iodine and selenium. It also contains the amino acid lysin, which occurs in only small amounts in plants.

In the beverage category, vitamin and mineral premix specialist SternVitamin offers all-in solutions including flavourings. At Vitafoods the company will show an example of a micronutrient premix for water-based drinks. The vegan premix contains vitamins B<sub>1</sub>, B<sub>12</sub>, C, K<sub>2</sub> and D<sub>3</sub>. Organic agave syrup powder gives it a slight sweetness, while natural flavours give the drink a dark berry taste. It dissolves clear in water and leaves no turbidity.

Whether for children or the elderly, professional people or athletes, with SternVitamin premixes manufacturers can make attractive product concepts for any age and life situation. With the help of EU-approved health claims, micronutrient health benefits can be advertised on packs for specific target groups. The company will be glad to provide information on this and on the many possible uses of its products at the trade fair in Geneva.

#### About SternVitamin:

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

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*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.*

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