

PRESS RELEASE

SternVitamin

New micronutrient premix for target-group-specific drinks

Ahrensburg, February 2018 – Health is one of the twelve central megatrends identified by the Frankfurt Future Institute's Food Report 2018. A healthy lifestyle is important to all age groups, and nutrition plays a major role alongside various other components. Using its new premix for healthy bones and heart as an example, SternVitamin shows how beverage manufacturers can address the topic of health and turn a profit.

This micronutrient mix picks up on one of the top trends in the beverage market – water-based enriched products. Worldwide, this is the beverage category with the highest growth potential, even higher than other categories. 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. It dissolves clear in water and leaves no turbidity.

This new micronutrient beverage premix is just one example of many different target group concepts that address different life phases of consumers, from childbearing and pregnancy to school, study, professional life and senior years. A targeted micronutrient mix for vegans with higher vitamin B₁₂ content is also a possibility, as this nutrient occurs in meaningful quantities only in animal products. Currently there is no plant source of B₁₂. To prevent deficiencies, the German Nutrition Society (DGE) advises all vegans to take vitamin B₁₂ supplements. The SternVitamin Premix for Vegans is one way to do this. Along with vitamins B₁₂, B₂ 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.

The U.S. Food & Drug Administration (FDA) goes a step further and recommends that all best agers (50 and older) take supplements or eat foods with added vitamin B₁₂. Women of childbearing age are advised to eat foods naturally rich in or with added iron. Simultaneous intake of vitamin C is necessary to help the body absorb the iron. This is easy to do with tailored micronutrient mixes.

Alongside its target-group-specific premixes, SternVitamin also offers marketing support. The company shows how EU-approved health claims can be used on the final drink packaging for effective marketing. For example, if the product contains enough of the

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respective micronutrients the packaging can have statements that vitamin D is important for growth and bone development in children, or that vitamin B₁ contributes to normal heart functioning.

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.

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