

# Plant-based food

Micronutrient premix  
concepts for plant-based  
and vegan products

NEW



## The plant-based trend

Micronutrient premixes  
for plant-based and  
vegan products



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**STERNVITAMIN**  
Micronutrients for a Healthy Life

## Flyer

Find out how micronutrients  
give plant-based and vegan  
products additional  
health benefits

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## SternDefenceV

A premix concept for a plant-based drink to support immune defence

### Your customers' needs

- Increase intake of vitamins and minerals to improve immune health
- Products rich in micronutrients and botanicals, to support the immune system and reduce the risk of infections
- Consume tasty plant-based products with functional ingredients

### Product highlights

- B-vitamins are essential for antibody synthesis and may act as immunomodulators
- Sea buckthorn, vitamins B2, C, E, selenium and zinc protect cells from oxidative stress
- Vitamin D helps to support the growth, maturation and activity of immune cells

### SternDefenceV meets the needs of various target groups:



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## SternVitalityV

A premix concept for a plant-based coffee drink to boost mental energy

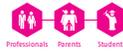
### Your customers' needs

- Keep mental performance throughout the day
- Relieve nervousness and stay focused
- Consume tasty plant-based products with functional ingredients

### Product highlights

- Combines essential micronutrients in a plant-based product to support mental energy
- Re-energises with vitamins B1, B2, B3, B6, B12, C, pantothenic acid, iodine and calcium
- Reduces tiredness and fatigue via vitamins B2, B3, B6, B12, C and pantothenic acid

### SternVitalityV meets the needs of various target groups:



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## SternBonesV

Premix concept for a vanilla oat drink for maintaining healthy bones

### Your customers' needs

- Stay active and mobile until old age
- Support strong bones and reduce the risk of osteoporosis
- Enjoy good-tasting plant-based products with functional ingredients

### Product highlights

- The combination of vitamins D, K2 and calcium contributes to the maintenance of healthy bones and
- Vitamins B6, B12 and folic acid play a protective role in bone health
- Contains as much calcium as 200 ml cow's milk

### SternBonesV meets the needs of various target groups:



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## SternHeartV

A premix concept for a chocolate oat drink to support heart health

### Your customers' needs

- Stay active and energetic and maximise healthy years
- Support heart health and reduce risk of cardiovascular disease
- Enjoy good-tasting plant-based products with functional ingredients

### Product highlights

- B-vitamins contribute to normal homocysteine metabolism, red blood cell formation, muscle function and a strong nervous system, important for a healthy heart
- Vitamin K1 supports the function of blood vessels
- Vitamin K2 improves aortic elasticity and raises the "good" cholesterol (HDL) level, both important for heart health

### SternHeartV meets the needs of various target groups:



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## SternGutV

An oat drink for boosting the gut immune system

### Your customers' needs

- Stay healthy and maintain performance in stressful situations
- Consume tasty plant-based products with functional ingredients
- Increase fibre consumption to maintain gut health

### Product highlights

- Combines immune- with gut-supporting ingredients in a plant-based product
- Directly supports the gut immune system through vitamins, trace elements and fibres
- EU authorised health claim possible: Source of fibre
- Pleasant mouth feeling and taste through FilidDairy NEB 191001\*

### SternGutV meets the needs of many target groups:



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## PRESS RELEASE

Micronutrients bring new ideas

### The health megatrend: Individual concepts for plant-based products

**Ahrensburg, September 2021** – Health is one of the twelve megatrends recently defined by the Future Institute in Frankfurt. It informs all facets of daily life and dominates entire lifestyles. “Physical well-being has grown in importance to be a key resource since the COVID-19 pandemic,” say the futurologists of the institute. Nutrition plays a central role in this. The focus is on plant-based products. “Plant-based alternatives are considered not just good for one’s own personal health, but also for the environment and the entire planet,” according to the researchers.

Various scientific studies have shown that vegetarian and vegan diets offer multiple health benefits. These include less obesity, lower cholesterol, and lower risk of type 2 diabetes and cardiovascular disease. However, an all-vegan diet brings with it the disadvantage of critical supply of certain micronutrients. Among these are vitamins B<sub>12</sub>, B<sub>2</sub> and D, and calcium, iron, selenium, and zinc, as well as the amino acid lysine and certain omega-3 fatty acids. To prevent deficiencies, many plant-based products are fortified with micronutrients. SternVitamin takes this a step further and develops premixes that not only prevent deficiencies, but also meet certain target-group-specific needs, such as strengthening the bones, the immune system or gut health. “Customer interest in micronutrient premixes for plant-based products is growing,” notes SternVitamin Product Manager Dr Christina Mesch. “So together with our sister company Planteneers we have developed further concepts for plant-based drinks that address the current health trend.”

#### New oat drinks for mental power and the immune system

SternVitalityV and SternDefenceV are new to the product line. SternVitality is for a coffee oat drink with important micronutrients to support mental performance. The vitamins and minerals of the premix reduce tiredness and fatigue, and provide new energy. SternDefenceV was developed for a fruity oat drink and contains vitamins, minerals, and botanicals. B-vitamins are important for antibody synthesis and can act as immunomodulators. Sea buckthorn, vitamins B<sub>2</sub>, C and E, and the trace elements selenium and zinc protect the cells from oxidative stress, while vitamin D contributes to the growth, maturation, and activity of immune cells.

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## More information

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