

PRESS RELEASE

SternVitamin presents trend-oriented premix solutions at Fi Europe

Ahrensburg, October 2023 – At this year's FIE fair SternVitamin will be presenting selected premix solutions to address current trends. The focus is on three micronutrient premixes that have been incorporated into various applications. The SternCogni+ premix, whose functional ingredients boost cognitive performance in old age, is presented in gummies, a trending application. The company meets the Beauty from Within trend with an instant beverage powder fortified with the SternHolisticBeauty premix. Meanwhile, SternVitalityV offers something new for the booming plant-based market: incorporated into a vegan coffee drink the micronutrients provide new energy. At booth 3.1D160 visitors can gain inspiration for new product developments and learn how micronutrient premixes can simplify the process.

Micronutrients for cognitive performance and memory

According to the United Nations, by 2050 the number of over 65-year-olds will increase by almost 50 percent in Europe and North America, and life expectancy is also rising. This makes it even more important to maintain physical and mental health for as long as possible, to lead an active and healthy life into old age. Studies show that best agers and seniors are particularly susceptible to micronutrient deficiencies. This affects cognitive performance and memory. With its SternCogni+ premix SternVitamin picks up on the Healthy Ageing trend. It contains vitamins B₃, B₆, B₁₂ and biotin, which contribute to normal functioning of the nervous system, and support memory performance in combination with choline. Zinc improves cognitive performance. As an example of a trending food supplement form, the premix is presented in gummies.

Holistic beauty as a future trend

For many years wellness, health, and beauty were discrete categories, but recent years have accelerated the change towards a merging of the categories. Holistic beauty is the long-term trend now. Consumers are looking for beauty products that alleviate stress, boost wellbeing, and help with sleep issues, for a healthy appearance. With SternHolisticBeauty, SternVitamin has developed a unique premix that follows a holistic approach. Its micronutrients and other functional ingredients support the gut immune system and the microbiota that work through the gut-skin axis to strengthen the skin barrier and improve skin health. The lavender extract in the premix helps with relaxation and stress reduction, and pantothenic acid supports mental performance. At FIE SternVitamin is presenting SternHolisticBeauty in the form of an instant drink powder. It features a pear

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and vanilla flavour tailored especially for the Holistic Beauty market, developed in collaboration with sister company OlbrichtArom.

Fortified plant-based coffee drink for new energy

SternVitamin's answer to the ongoing plant-based boom is SternVitalityV. This premix contains B vitamins, vitamin C, and pantothenic acid, which reduce fatigue and exhaustion, while simultaneously providing new energy. Iodine and calcium provide additional power. This micronutrient combination comes in a plant-based coffee drink. It can help students, professionals, and fair attendees maintain their mental performance throughout the day, reduce nervousness, and stay focused. This enriched coffee drink was developed in cooperation with sister company Planteneers.

In addition to these products, SternVitamin is also presenting further premix solutions aligned towards consumer needs in different applications and target groups. The extensive Healthy Ageing line is one example. At FiE the company provides further inspiration as an idea generator and development partner for customers.

About SternVitamin:

SternVitamin GmbH & Co. KG in Ahrensburg near Hamburg 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 fortifying foods, beverages, and nutritional supplements. As a subsidiary of the independent, owner-operated Stern-Wywiol Gruppe, SternVitamin has constant access to the concentrated expertise and modern applications technology of its sister companies. These are: Planteneers for individual system solutions for plant-based alternatives, Hydrosol for stabilizing and texturing systems, Mühlenchemie for flour improvers, DeutscheBack for baking ingredients, 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 provides the contract manufacture of powdered foods and nutritional supplements.

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