

## PRESS RELEASE

FI Europe 2019

### **SternVitamin: Micronutrient premixes for ‘better for you’-concepts**

**Ahrensburg, October 2019** – Health and wellness are more than ever among the strongest drivers in the international food and beverage market, and the demand for health-boosting products is correspondingly high. Solutions tailored to specific life phases have especially promising sales potential. At FI Europe in Paris, SternVitamin is showing how manufacturers of nutritional supplements, beverages and foods can generate additional growth with special concepts. As exemplified by its new ‘SternGut’ premix for gut health, this company specialises in custom vitamin and mineral premixes that help manufacturers develop successful health and lifestyle concepts.

Physical and psychological stress as well as an imbalanced diet can weaken the immune system, especially in the gut. Some 70-80% of all immune cells are found in the gut mucosa-associated lymphoid tissue. Stress affects the gut immune system directly and also impacts the gut’s microbiota. This is where SternGut comes in. This new SternVitamin product solution addresses the current ‘good for your gut - good for you’ trend. It appeals to consumers in stressful life situations who want to do something good for their gut health in order to remain healthy and vigorous. SternGut supports the gut immune system and maintains the microbiota balance. It contains combinations of vitamins D, C and E, the trace elements selenium and zinc, and fibres with prebiotic and immune modulating properties. Thus, the premix meets the consumers’ requirement on functional foods, beverages and nutritional supplements – according to a survey from GlobalData strengthening the immune system is the second most desired benefit that users expect of these products. The solution also plays to the ‘comeback of fibre’ driven by the public’s increasing health awareness.

Vitamin D has a protective effect on the immune system in the gut. Studies have shown that an adequate supply of vitamin D reduces the risk of respiratory tract infections. The yeast-derived fibre 1,3/1,6 beta glucan has been proven to improve gut immune defences, and reduces susceptibility to colds in stressful situations. Vitamins E and C are familiar as antioxidants. Zinc helps maintain the balance of the immune system and reduces the risk of infection. The trace element selenium also plays an important role in immune defenses, and is needed for antioxidant enzyme systems.

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At FI Europe SternVitamin is presenting this new micronutrient premix as a nutritional supplement. SternGut is also ideal for enriching foods and beverages. It is just one example of many different concepts that address different life phases of consumers. In addition to nutritional supplements, the company's custom micronutrient premixes can be used in e.g. cereals, waters, snacks, dairy products, baked goods and confectionery. SternVitamin has also developed special premixes for enriching vegan foods. FI Europe visitors can learn more about these concepts at booth 6D90.

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 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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