

PRESS RELEASE

BioFach 2017

Vegan or high-protein: SternLife develops trendy organic products for strong brands

Norderstedt, January 2017 – Vegan, high-protein and organic, combined with convenience and enjoyment: this mix of top trends has been translated by SternLife, the functional food specialist, into attractive new ideas for health product suppliers as well as for drugstore chains and private labels. At this year's BioFach exhibition in Nuremberg, the full-service provider for functional foods to the private label sector will present its novel products to the specialist public on Stand 9-435 in Hall 9.

Vegan organic bars: purely irresistible!

Organically grown dates are the foundation of the new functional bars which SternLife offers in two flavours: cocoa with the superfood hempseed, and spicy lemon with ginger and chili. Benefitting from the natural, mild sweetness of the dates, the bar is an attractive healthy snack for a wide target group. It's protein content of 20 percent and a high proportion of dietary fibres make it ideal for athletes and persons who casually enjoy active sports – before, during and after training. This innovative product offers additional value-added potential to for example sports nutrition manufacturers. The vegan bar is free from gluten, soy or lactose and has a balanced amino acid profile. Rice, peas and hempseed serve as sources of protein; they complement each other ideally and in combination supply all required essential amino acids.

Vegan organic shake with a high protein content

SternLife's vegan protein shake enables manufacturers and retailers to offer a product that appeals specifically to active young people. The nutritious shake with 55 percent protein and a balanced amino acid profile derived from rice, peas and hemp as well as sunflower seeds helps to build up and maintain muscle mass. It also promotes regeneration after training. A further plus is its antioxidative and vitalizing effect, as the shake contains valuable vitamins, minerals, trace elements and secondary plant metabolites – along with a high nutrient density. Fruit and vegetable powders, and above all superfoods like wheatgrass and aronia and goji berries, make it naturally rich in potassium, iron, vitamin C, folic acid and vitamin A. SternLife will present the vegan organic protein shake in three flavours: "Red" with super-berries, "Green" with green superfood, and "Brown" with cocoa and coconut. Coconut sugar adds mild sweetness. The instantized shake is free from gluten, soy or lactose, is easy to prepare and has the further advantage of a relatively low calorie content.

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Brand extensions with vegan protein porridge

The new organic protein porridge will enable brand suppliers to add a versatile vegan trend product to their range. The powder mix consisting of wholemeal rolled oats and magnesium-rich amaranth contains 20 percent protein from oats, peas and sunflower seeds. With its high level of dietary fibres and pleasant apple-and-cinnamon flavour, the organic porridge makes an ideal breakfast with a long-lasting satisfying effect. The purely vegetable powder only has to be mixed with hot water, making it a perfect quick meal in the office. Next to vegans, manufacturers will be able to position the protein porridge to persons with lactose intolerance and exploit other marketing possibilities.

New bakery mix for organic vegan, gluten-free protein bread

For breakfast, for an evening meal or to take to work: the new SternLife bakery bread mix gives a boost to strong brands and private labels. The organic vegan bakery mix gives a fluffy loaf with a high protein and dietary fibre content but a low level of carbohydrate. It is also gluten-free, which is the exception rather than the rule with protein bread. With its unique nutrient profile, the protein bakery mix meets the needs and wishes of a wide array of target groups. It can be marketed to vegans and vegetarians, but also to athletes and consumers who attach importance to a low-carb diet. And the organic protein bread is perfect for sensitive persons, too, since it contains neither gluten nor lactose.

SternLife's new organic vegan products enable suppliers of sports nutrition and dietetic products, druggists and food retailers to launch a demand-oriented range under their own brands. They allow to capture new target groups and generate additional turnover. The ready-made product concepts can be expanded and tweaked individually. It is no problem to develop a complete vegan range with trend products in individual flavours. From the original idea through product development to the finished product, SternLife offers its customers all the necessary services from a single source.

About SternLife

SternLife GmbH & Co. KG specializes in the development and production of functional foods and food supplements. Its offer ranges from powder preparations through capsules and tablets to functional bars and snacks. Well-known brands and private labels benefit by its extensive know-how in the field of innovative health, sport and lifestyle foods and target-group oriented product ranges. SternLife is a member of the independent, owner-managed Stern-Wywiol Gruppe, one of the most successful enterprises operating internationally in the world of food and feed ingredients. When developing new products, the functional food specialists have access to the pooled knowledge and skills of ten sister companies and some 70 R&D specialists at the Stern Technology Center, with its broad range of applications technology. SternLife's products are manufactured on the group's own state-of-the-art production lines at various locations in Germany.

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