

PRESS RELEASE

Vitafoods 2017

SternLife inspires sellers of branded goods with new protein concepts

Norderstedt, April 2017 – Protein products have long ceased to be marketed only to athletes and people with weight problems. More and more people are using high-protein products to boost their personal well-being. Innova Market Insights has labelled this latest top ten trend "Body in tune". SternLife has come up with attractive product ideas that enable the sellers of sports and health foods as well as drugstores and supermarkets, with their own private brands, to cater for the ongoing protein trend. At this year's Vitafoods in Geneva, the specialist for functional foods presents inspiring private label concepts for diverse target groups.

Do it yourself: Protein mixes for pizza, bread and bars

The protein mixes are specifically intended for the young dynamic target group of millennials who opt for a healthy lifestyle. With them, consumers can make their own pizzas, bread and bars. The protein pizza mix, for example, can be used to make gluten-free, vegan pizza dough which features a high protein content and a comparatively low carbohydrate content. The dough can be easily and quickly prepared with water. The SternLife protein tomato sauce with 52 per cent protein is the ideal companion. It can be quickly prepared too, is suitable for vegans and is, of course, gluten-free. With these protein mixes drugstore and supermarket private brands can open up new trendy segments.

The new SternLife baking mix for high protein bread showcases strong brands and own labels, too. The vegan baking mix creates fluffy bread with a high protein content of 21 per cent and a comparatively low carbohydrate content. And to top it all, it is gluten-free, something which is rather the exception when it comes to bread and baked goods. This baking mix is also available as an organic option.

With the new powder mix for protein bars, sellers of branded goods and private labels can inject fresh impetus into the current boom for these bars. This is because consumers can now use this mix to make their own bars, and then refine them with nut puree or a chocolate coating. The basic mix comes in two options which are both soya and gluten free. The vegan organic bar mix "Brownie Dough", with oat flakes and cocoa bean nibs, is rich in plant protein and contains roughage. It features a balanced nutrient profile. The "Coco Choc" option has a top quality lactoprotein base. The coconut flakes give a special twist to the chocolatey flavour.

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Protein shake with individual add-ons

The new protein shake, with 80 per cent protein made from milk, whey and egg, is ideal for strength training and fitness enthusiasts but also for figure-conscious consumers who favour a low carb diet. Special feature: the basic mix can be tweaked by adding various functional compounds to suit specific target groups. For instance, through the addition of BCAAs, L-glutamine, vitamin C and magnesium the basic shake can be turned into a post-workout shake that quickly recharges batteries after training,

For consumers with an interest in weight management, SternLife offers compounds with functional plant extracts like green tea or green coffee which boost the metabolism. An extra portion of red or green super food not only colours the shake, it also supplies a natural plus of antioxidants, vitamins and trace elements. The addition of innovative aromatic compounds turn the protein shakes into a special flavour experience. With options like "Cinnamon Roll" or "Salty Caramel", the SternLife add-on shakes are completely on-trend when it comes to flavour. Hence, the concepts tailored to clear target groups offer the manufacturers of sports and health foods considerable value-added potential.

Real protein enjoyment for athletes and the figure-conscious

The new protein bar with 65 per cent protein, derived from milk and whey, is an innovation in the field of sports & fitness foods. With trendy flavours such as "Tasty Cookies & Cream" or "Toffee Crisp" it is a bar to be enjoyed not only by body builders and fitness enthusiasts but also by shape-conscious consumers. The low-fat, sugar-free bar is sold without a chocolate coating and enjoys a unique position on the market thanks to its exceptionally high protein content. Since it contains 30 per cent less carbohydrates than conventional confectionery bars, it is especially well-suited for a low carb diet.

The new SternLife protein concepts enables the manufacturers of sports foods, drugstores and food retailers to place a demand-oriented range, under their brand, on the market to win over new target groups and generate additional sales. The ready-made product concepts can be individually extended. A complete vegan protein range can easily be developed with trendy products in individual flavours. SternLife offers its customers an all-in service from the initial idea over product development down to the finished product.

About SternLife

SternLife GmbH & Co. KG develops and manufactures functional foods and food supplements. The portfolio ranges from powder preparations to capsules, tablets and functional bars and snacks. Brands and own labels benefit from our comprehensive know-how

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in the innovative health, sport and lifestyle nutrition sector and from the range of products tailored to specific target groups. SternLife is a member of the independent, owner-managed Stern-Wywiol Gruppe, one of the most successful enterprises with international operations in the world of food and feed ingredients. When developing new products, the functional food specialists have access to the pooled skills of ten sister companies and some 70 R&D experts in the Stern Technology Centre with its broad range of applications technology. SternLife products are made in the Company's own state-of-the-art manufacturing facilities located in various parts of Germany.

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