



PRESS RELEASE

Hot lifestyle trend: Turmeric attracts new target groups

SternLife markets the power tuber as drinks or capsules

Norderstedt, October 2017 – A hot trend is currently conquering coffee shops: Curcuma Latte. This "golden milk", the other name for this beverage, guarantees a perfect start to the day. This is due to the positive effects of turmeric. The Asian power tuber, also known as Indian saffron, has been used for more than a thousand years in Far Eastern medicine. In Europe the healing plant was primarily known as a spice or as the main ingredient in curry powder. Various studies have since confirmed the health-promoting action of its main constituent, curcumin. It has anti-oxidative and anti-inflammatory properties. It boosts the metabolism and can help with weight loss. According to more recent studies, curcumin is said to protect against cancer and Alzheimer's, too.

No wonder turmeric is so much in demand. SternLife is now presenting innovative products based on this Indian saffron powder. Suppliers of lifestyle, health, fitness and sports nutrition products can now add them to their portfolio. There are two Curcuma Latte options aimed at fitness-minded and health-conscious aficionados as well as curcuma capsules that help with weight management.

Curcuma Latte for different target groups

Curcuma Latte with protein is a special drink for athletes and fitness enthusiasts. With its high protein content of 71 percent, it enhances the effects of training. Whey protein concentrate and isolate are the protein sources. The drink, with its delicate vanilla flavour, can be prepared with water, milk or plant-based milk alternatives. The practical portion size of 20g powder is simply stirred into 200ml warm or cold liquid.

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The new, vegan Curcuma Latte is ready in no time, too. The instant powder is enriched with the dietary fibre, inulin. As the powder doesn't contain any sugar or sweetening agent, it can be sweetened with agave syrup or something similar to cater for individual preferences. The powder is also very well suited for enhancing plant-based yoghurt and curd alternatives. Just like the protein shake, the vegan lifestyle drink contains cinnamon, ginger and pepper, in addition to curcuma, to boost the metabolism.

Curcuma capsules crank up the metabolism

Thanks to the SternLife curcuma capsules, suppliers of health foods and food supplements can now offer their customers a new on-trend weight management product. Besides curcuma, the capsules contain pepper extract to improve curcumin uptake along with ginger, cinnamon, cayenne pepper and zinc. The use of zinc may be indicated as part of a health claim. Furthermore, the capsules may be taken prior to sports activities to give the metabolism an extra boost.

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 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 experts have access to the pooled skills of ten specialist 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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