

## PRESS RELEASE

**PLMA 2019**

### **SternLife: Soft bars and meal replacements deliver delicious enjoyment**

**Norderstedt, April 2019** – At the PLMA in Amsterdam, SternLife presents a number of new products with a clear focus on enjoyment. Amongst them are new soft bars that boast a particularly soft texture. The innovative bars are rather resembling confectionery than functional food despite being enriched with protein and dietary fibre. With hip flavours like Ice Coffee, Caramel Fudge, Strawberry Ice Cream or Salted Caramel, suppliers of branded products can now add out-of-the-ordinary options to their range of protein bars. At the same time they can meet consumers' quests for healthy and enjoyable snacks. The new bars have a crisp chocolate coating and contain high-grade milk protein. They are low in sugar and contain no soy or gluten.

Enjoyment is also the point when it comes to SternLife's modern meal replacement shakes. These products contain high-grade plant extracts like papaya, turmeric, pomegranate or matcha and are rich in vitamins and minerals. Dietary fibre and a high protein content ensure a pleasant feeling of satiety. They are available with animal proteins, but also with proteins from plant origin - making them an ideal component of a vegetarian or vegan diet. With the flavours Cookies & Cream, Chocolate, Cappuccino and Vanilla or fruity alternatives like Strawberry, Apple-Cinnamon and Banana plus various dosage forms, SternLife offers a wide range of options.

SternLife's new Keto line is targeted towards shape-conscious consumers. Three attractive products enable the suppliers of branded products to tap into and profit from the current trend for ketogenic nutrition. All three products are based on MCT oils extracted from high-grade coconut oil and are the key to the success of a ketogenic diet. The range encompasses the caffeinated beverage powders Ketoproof Coffee and Ketoproof Matcha Latte. They each contain 5g MCTs and less than one gram of carbohydrates per serving but are rich in dietary fibre. The new Keto Protein Shake with 9g MCTs and less than one gram of sugar per serving completes the range. Thanks to the high content of nutritious, high-quality protein and dietary fibre it is a satisfying and rich meal for fitness enthusiasts and consumers who want to get in great shape.

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Visitors to the trade show can find out more about these and other new products at the joint stand of SternLife (Hall 5, Stand F-5533) and its sister company SternMaid (Hall 5, Stand F-5630).

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 eleven specialist companies and some 80 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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