



Press Release

Oat-standing nutrition, oat-rageously delicious!

PLMA Trade Show, Hall 5, Stand B27: SternLife presents three new oat-based product concepts with numerous health benefits.

Norderstedt (Germany), April 2024: SternLife will be exhibiting at the international trade fair “World of Private Label”, organised by the Private Label Manufacturers Association (PLMA). Under the slogan “Oat-standing nutrition, oat-rageously delicious”, the functional food experts will be presenting an oat shake, an apple-cinnamon porridge and an innovative oat bar in Amsterdam from May 28-29. All recipes are vegan, have a high protein content and meet the growing demand for healthy, plant-based and primarily regional products.

Oat offers numerous benefits and is increasingly on the radar of product developers. More and more foods are made from oat-based ingredients as plant-based alternatives to meat and milk. In fact, oats are the number one milk substitute. Demand for products made with this local grain is growing rapidly, particularly in Western Europe. Apart from classics such as oat flakes and oatmeal, oat milk and puffed oats are gaining in popularity in the development of new oat-based products.

Visitors to the PLMA trade show will be able to discover three oat-based product innovations at the SternLife stand. For a perfect start to the day, the German functional food supplier has developed the **Vegan Oat Bowl Apple-Cinnamon**. It consists of oat flour, protein and bran, and is rich in valuable fibre such as beta-glucans. These ingredients can help maintain normal cholesterol levels and, thanks to the inclusion of chia, this healthy breakfast porridge also delivers optimal satiety.

The **Vegan Protein Oat Shake** is ideal for everyday use, too – whether as breakfast or a snack on the go. With wholemeal flour, protein and bran, this innovative drink includes three different oat



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ingredients and is available in two inspirational flavours: “Banoffee”, a combination of banana and toffee, and “Golden Milk”, an Ayurvedic-inspired spice mix.

Finally, SternLife presents the **Premium Vegan Protein Bar Oat Cookie**, a real protein hero amongst oat bars. It not only contains 22 per cent protein from oats, peas and soy, but is also rich in fibre and free from added sugar. The crunchy topping made from puffed oats in combination with its innovative vegan Milky-Choc coating makes this oat and cookie-flavoured bar a taste sensation.

Hans-Christian Seidel, Business Development Manager at SternLife, comments: “New product developments with oats as a key ingredient are on the rise. This is because the grain is a real all-round talent: healthy, natural, regional and highly versatile, as demonstrated by our new product range. From shakes to porridge and bars, come and discover innovative, cutting-edge products that are designed to tap into the growth potential of oat and optimize the use of health claims. Tailored for respective brands and target groups, our customers benefit from expert advice and support at every step of the journey: from concept to recipe development and production.”

About SternLife

SternLife GmbH & Co. KG develops and manufactures functional foods and food supplements. The company’s portfolio ranges from powder preparations, functional bars and snacks to capsules and tablets. Brands and private labels benefit from its comprehensive know-how in the innovative health, sport and lifestyle nutrition sector and from its 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, SternLife’s functional food experts have access to the pooled skills of twelve specialist companies and some 150 R&D experts in the Stern Technology Centre, with its broad range of applications technology. SternLife products are made in the group’s own state-of-the-art manufacturing facilities located in various parts of Germany.

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