

Press Release

Fruity, functional and female-friendly: SternLife presents private label highlights

PLMA's 2026 World of Private Label Trade Show: functional food specialist unveils new concepts for women's health, gut health and fruity protein bars

Norderstedt (Germany), April 2026: At this year's World of Private Label Trade Show in Amsterdam, the leading international event for private label, SternLife will present three new product concepts at stand 1.A39 on May 19-20. The focus will be on powder supplements for women's health and gut health, alongside protein bars with fruity cream fillings. The latter features an innovative vegan white coating with no added sugar – a plant-based alternative to conventional white chocolate. All concepts are developed as private label solutions aimed at brands and retailers looking to expand their range of functional food and dietary supplements.

SternLife supports customers from initial idea and formulation through to production and market readiness. Three new concepts, each aligned with current lifestyle trends, will be presented to trade visitors in Amsterdam.

Women-specific supplements for every stage of life

Demand for women-specific supplements that go beyond standard multivitamins is growing. SternLife addresses this with three new powder products, each targeting distinct life stages: pregnancy, menopause and post-menopause. Every concept is tailored to the specific nutritional requirements of each of those phases. The pregnancy formulation focuses on folic acid, iron, prebiotic fibre and the



omega-3 fatty acid DHA, while a blend of vitamins and plant extracts – such as red clover and

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milk thistle – supports hormonal balance, reduces fatigue and promotes overall wellbeing during the menopause transition. For post-menopause, SternLife has developed a vegan shake concept based on plant protein, creatine and a vitamin-mineral complex to support muscle mass and bone health.

Functional fibre in an exciting new format

This concept takes gut health well beyond the conventional supplement format: a powder that, when mixed with water, creates a lightly sparkling drink thanks to a subtle carbonate component. “Fibre Sparks” combines dietary fibre, fermented plant extracts and micronutrients that support a healthy microbiome, promoting digestion and inner balance via the gut-brain axis. The fresh, effervescent mouthfeel broadens the product’s appeal beyond supplement users, thus attracting consumers who want to support their gut health through everyday nutrition.

Protein bars with a fruity edge

With the “Fruitylicious” concept, SternLife extends its bar portfolio with three deluxe protein bars featuring creamy fruit fillings. Passionfruit, Buttermilk Lemon and Black Forest offer flavour profiles that remain rare in the protein bar segment. While nut and chocolate variants dominate the market, fresh fruity formats offer a clear point of difference. All bars can be marketed with “high protein” and “reduced sugar” claims, and their seasonal flavour profiles make them well suited to limited edition runs. An additional highlight is SternLife’s vegan white coating for the Passionfruit bar, as the creation of a plant-based, sugar-free alternative to conventional white chocolate has long been a challenge for product developers in this segment.



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Lars Martensen, Product Manager at SternLife, comments: “The functional food market is dynamic and diverse, as highlighted by our presence and offerings at the show – from powder supplements for women’s health and gut health to protein bars with fruity flavours for active lifestyles. Plus, the vegan white coating gives our customers a rare and unique market opportunity. Every concept we’re presenting is ready to develop, from formulation to finished product.”

About SternLife

SternLife GmbH & Co. KG develops and manufactures functional foods and food supplements. The company’s portfolio ranges from powdered preparations for the lifestyle and medical sectors to protein bars and functional snacks. 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 application technology. SternLife products are made in the group’s own state-of-the-art manufacturing facilities located in various parts of Germany.

Contact in the company:

SternLife GmbH & Co. KG
Tina Höhne
Segeberger Chaussee 132
22850 Norderstedt
+49 40 284 039 93
thoehne@stern-wywiol-gruppe.de