Press Release

Taste of things to come: Innovative concepts for intestinal health in later life, plus vegan protein bars

At Vitafoods and PLMA, functional food expert SternLife will present inspiring new Deluxe bars and powder supplements for improved gut health post-50.

Norderstedt, Germany, April 2023: In-house development using high-quality formulations and ingredients allows SternLife to create flexible, private label product concepts. The German family-owned company will be presenting a new powder concept for the intestinal wellbeing of healthy agers, alongside its optimised vegan Grand Deluxe Protein Bars with extra cream filling, to the European trade public from 9 to 11 May 2023 at Vitafoods in Geneva (stand I191) and from 23 to 24 May at PLMA in Amsterdam (stand 5.B27).



"Gut Comfort", a powder supplement concept for improved intestinal health in later life, taps into current megatrends *Healthy Ageing* and *Gut Health*. It thus perfectly targets the needs of the growing 50-plus market.

Older people, in particular, are often affected by digestive problems, as intestinal activity changes with inceasing age. The composition of the intestinal flora plays just as important a role as a functioning, impermeable intestinal mucosa. This is where the right nutrients can make a difference. Studies have shown that the superfood yellow kiwi has a positive effect on the intestines, which is why the extract forms the basis of this new supplement aimed at healthy agers.

Intestinal health for silver agers: affluent target group generates sales

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The powder, available in three on-trend flavours, has numerous application possibilities – for example, in shakes, yoghurt, muesli and water. It helps reduce inflammation in the intestine and has a positive influence on the microbiome, especially lactic acid and bifidobacteria which are both vital for good gut health. A healthy intestinal environment is further strengthened with a balanced nutrient complex of biotin, niacin, riboflavin and vitamin A to ensure the maintenance of the mucous membranes. It also contains soluble dietary fibres, which have a prebiotic effect.

Protein indulgence next level: Great-tasting vegan bars with extra filling cream

SternLife has perfectly captured the mood of consumers in the creation of its "Grand Deluxe Vegan Bars", which promise great taste and mouthfeel, along with an impressive nutritional profile. Both concepts impress with a creamy, crunchy bite and soft texture, and contain up to 22% filling cream for extra smoothness. And that's not all: SternLife has also succeeded in finding a vegan alternative to milk chocolate coating using rice and coconut milk powder, and will be presenting it for the first time at Vitafoods and PLMA. The vegan bars also target the sports nutrition market, with a protein content of up to 24 per cent and a sugar content of less than 5 per cent. The new bars will be available to taste throughout the 2023 trade fair season, in Caramel Choco and Butter Cookie Peanut flavours. Soy-free and allergen-free varieties, as well as organic versions, are also available on request.

SternLife produces all of its premium, private label product innovations using state-of-the-art equipment in Germany, guaranteeing consistent quality. In addition, customers benefit from its expertise in packaging, marketing and legislative issues.

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 eleven specialist companies and some 150 R&D experts in the Stern Technology Centre, with its

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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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