

SternMaid Expands at the Wittenburg Site

SternMaid GmbH & Co. KG officially opened the extension to its Wittenburg plant in September 2012. SternMaid employs a staff of 180; that makes it one of the biggest employers in the region. And there are still prospects of further growth. With the recent extension, SternMaid is entering a new business field and will in future be able to produce for the pharmaceuti-



SternMaid enters a new business field

cal industry as well as offering new products for the food sector.

The Wittenburg company specializes in customized solutions for blending, processing and filling powdered foods, food supplements and active pharmaceutical ingredients and excipients. The plant was established in 1996, originally as a production facility for the companies of the **Stern-Wywiol Gruppe** based in Hamburg. But in the meantime the Wittenburg factory no longer produces solely for the various units within the group, which specializes in functional ingredients for food and animal feed worldwide. SternMaid is now much in demand as a contract manufacturer in the international food market. This is the result of constant enlargement of its capacities, with the latest technical equipment.

From the start, SternMaid systematically enlarged its processing capacity and invested in advanced production technology in response to its customers' needs. The latest acquisition opens up totally new processing opportunities: with this investment, SternMaid is entering the realm of fluid bed technology, which permits a specific influence on the physical properties of solid products and their applications. ■

Fiber: More Important than Calories

New research results from **BENE0** show that consumers now consider fiber intake more important than calorie counting. Following research carried out amongst 4,000 consumers in the UK, Germany, Poland and Spain this summer, findings have shown that although fat and sugar reduction still remain the key considerations for consumers, fiber is now seen as more important than calorie counting and salt reduction. When asked to prioritize what they thought was important to them, 67% of respondents from all of the countries replied that they tried to limit fat intake and 63% tried to limit sugar intake. 62% thought it was important to eat enough fiber. This is compared to the 56% of respondents that felt that calorie reduction was important and the 55% who saw salt reduction as key. These results highlight the trend in perception amongst European consumers from a calorie counting mentality, towards a fiber focus. *Myriam Snaet*, Market Research Manager at BENE0 comments: "The survey brought up some interesting results. In particular, we are seeing UK consumers placing high importance on ensuring that they are achieving their recommended daily fiber intake levels. With 66% replying that they do care about their fiber consumption, significantly higher than the overall percentage for all four countries, we can see that the US trend for



Myriam Snaet, Market Research Manager at BENE0

all things fiber is steadily entering Europe, with the UK as the trendsetter." ■