



215 Center Street | PO Box 287 | Manawa, WI | 54949

FOR IMMEDIATE RELEASE
December, 2007

Sturm Foods Expands Vita Splash Line

MANAWA, WI – Responding to continued consumer demand for functional, convenient and great-tasting beverages, Sturm Foods is expanding their popular Vita Splash™ Nutrient-Enhanced Drink Mix line, rolling out four additional formulas that address the specific health needs of women and children, as well as promote overall metabolism and heart function.

Vita Splash is a sugar-free, low-calorie drink mix designed to allow busy, health-conscious consumers to enjoy a great-tasting beverage while benefiting from special blends of vitamins, minerals and other nutrients. With the new additions, the brand will feature nine different blends, each developed for a distinctive health need.

“With the success of our original Vita Splash line, Sturm is proud to be able to add additional wellness formulas that will help even more consumers to address the specific health needs for themselves and their families,” says Larry Hamwey, Vice President of Marketing for Sturm Foods.

“Consumers enjoy Vita Splash because it adds good-for-you nutrients to their diets, while boasting an anytime, anywhere convenience coupled with great taste,” adds Hamwey.

The new Vita Splash varieties are:

Vita Splash Heart Health, which helps to reduce the risk of cardiovascular disease. Flavored as Strawberry Lemonade, Heart Health contains Plant Sterols, which are clinically proven to reduce cholesterol safely and naturally.

Vita Splash Metabolize, a formula of ingredients that may naturally assist in burning calories. Flavored as Green Tea with Goji berries, each serving of Metabolize contains EGCG green tea extract and caffeine, and is also a good source of vitamins A, C and E.

Vita Splash Women’s Health, a special blend of nutrients crafted especially for women’s bodies to maintain overall health and wellness. Flavored as Cranberry Apple, Women’s Health contains Proanthocyanins (from cranberry juice powder) to help maintain a healthy urinary tract and is an excellent source of Niacin, B6, B12 and vitamins A, C and E.

Vita Splash Children’s Health, designed with essential vitamins and minerals to help active kids maintain the nutrition they need as they grow. Along with the fun and innovative Dragonfruit flavor, Children’s Health is an excellent source of B6, B12 and vitamins A, C and E.

The new blends join the original Vita Splash line-up: Calcium, Fiber Infusion, Multi-Vitamin, Joint Support and Immune Boost.

New product rollout will begin in December 2007.

--More--

About Sturm Foods:

Sturm Foods is a global manufacturer specializing in quickly bringing to market innovative, nutritious, “good-for-you” food products that help consumers to enjoy healthier lives. Headquartered in Manawa, WI, Sturm Foods produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at www.sturmfoods.com.

###

MEDIA CONTACT:

Dana Kohlbeck
Coalesce Marketing & Design, Inc.
Phone: 920.380.4444
Email: dana@coalescemarketing.com