

FOR IMMEDIATE RELEASE**Nov. 12, 2006****Sturm Foods Introduces Vita Splash™ Drink Mix at PLMA Show***Nutrient-Enhanced Drink Sticks – a Market First – Give Consumers a Convenient and Flavorful Way to Address Individual Health Needs*

CHICAGO – As part of its continuing crusade to help consumers enjoy healthier lives, Sturm Foods is introducing its latest product innovation – Vita Splash™ Nutrient-Enhanced Drink Mix – at the 2006 Private Label Manufacturers Association (PLMA) Trade Show, which begins today.

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/or other nutrients. The product – featuring natural fruit flavors and containing no artificial colors or preservatives – is available in five different blends, each developed for a distinctive health need.

The Vita Splash products were specially formulated to help consumers to add calcium, fiber or multiple vitamins to their diets – or to strengthen their joints or immune systems.

“Vita Splash enables busy people to stay healthy and, at the same time, enjoy a beverage that is refreshing, great-tasting and easy to use,” said Larry Hamwey, Vice President, Marketing, for Sturm Foods.

“This is a product that is perfectly suited to today’s active lifestyles,” Hamwey added. “It provides ‘anytime, anywhere’ convenience while giving consumers the ability to address their specific health and wellness needs.”

Nutritional Vita Splash Blends Appeal to Multiple Demographics

Hamwey said Vita Splash has appeal for all consumers who have varying nutritional requirements. “This is truly a product tailored to all demographics,” Hamwey said.

The varieties of Vita Splash are:

Vita Splash Calcium, which helps consumers to maintain strong and healthy bones, contains 50 percent of the recommended daily intake (RDI) of calcium, folic acid and vitamins D and K. It is available in wild berry, strawberry kiwi and peach flavors.

Vita Splash Fiber Infusion, enabling consumers to achieve everyday wellness and regularity, contains 20 percent of the RDI for fiber per serving. Its main ingredient is inulin, a soluble fiber that promotes digestive health. Flavors include orange, raspberry lemonade and decaffeinated peach tea.

Vita Splash Multi-Vitamin, with a single serving offering 50 percent of the RDI of nine different vitamins as well as folic acid, calcium, iron, zinc, selenium, copper, manganese and chromium. Flavor choices are lemon lime, black cherry and tangerine strawberry.

Vita Splash Immune Boost, designed to strengthen immunity, provides single-serving delivery of high-antioxidant levels of Vitamin C; 100 percent of the RDI of four vitamins, folic acid and zinc; and 53 percent of the RDI of two additional vitamins and echinacea extract. It is available in green tea, citrus blend and grape.

Vita Splash Joint Support, developed to support healthy joints, contains glucosamine, chondritin and methylsulfonylmethane (MSM). Its flavors include lemon lime, tropical punch and white grape.

According to Hamwey, Vita Splash is the most recent entrant to Sturm's proliferating line of innovative products enabling consumers to make positive changes in their diets.

Sturm is driving the food industry by focusing on products that "take aim at obesity and diabetes and offer consumers wholesome, nutritious and tasty choices for a healthier diet," he said.

###

About Sturm Foods:

Now in its 101st year of doing business, 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. The company, headquartered in Manawa, Wis., 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.
P: 920.380.4444
E: dana@coalescemarketing.com