



the nature network

Martin Bauer Group

let's **get red.**



let's get red.

Let's get red.

Let's get red

The new drink concept **let's get red** stands for great variety in colour and flavour. It is the basis for numerous drink compositions in various flavours and with various ingredients. The plurality in the drinks sector can easily be transferred to other food-stuff such as sweets and fruit preparations, thus offering a wide range of products and tastes.

Red is beautiful

Red is a trendy colour and stands for energy and activity. Red symbolises positive emotionality, is an eye-catcher when it is on the shelf, and children in particular are attracted by this colour. Red is associated with full-bodied and fruity flavour.

The **let's get red** concept is based on natural extracts of hibiscus, fruit tea, rooibos and honeybush. Especially rooibos has been becoming increasingly popular with consumers for years. **let's get red** is "purely natural and flexible".

The multitude of colour nuances in **let's get red** drinks is not obtained by synthetic colourings but is based solely on the pure, natural extracts with natural colouring. Combining different extracts enables **let's get red** to achieve great flexibility in shades of red for specific customer requirements. All extracts in the recipes can be combined without any problem.

Proven effectiveness

Scientific tests have proven the effectiveness of hibiscus extracts. All recipes with hibiscus extracts are formulated exclusively with known and well-documented raw materials. For some of our plant extract mixtures we have made our own clinical studies. The extensive know-how of Plantextrakt results in the continuous successful development of new innovative recipes. The "Proven Functionality by Plantextrakt" seal confirms the product's effectiveness in achieving the documented well-being. The result: trustworthy product

ideas which enjoy a high level of acceptance by consumers. Thus, **let's get red** – Hibiscus becomes a guarantee of success for a new generation of functional nutritional food and beverage products.

Naturally "in"

The **let's get red** concept with extracts of hibiscus, fruit tea, rooibos and honeybush offers a wide range of opportunities for colour definition and flavouring. In addition to products standardised on sensory aspects, it is also possible to standardise products on active principles. In the sector of functional foods the strength of the hibiscus colour combines emotionality with functionality through the "proven functionality" seal. One of our standardised rooibos versions shows a high content of aspalathin; again, the combination of functionality and trendy drinking behaviour leads to greater consumer acceptance. The excellent combinability of our extracts offers you many variations for different

product lines, both in the ready-to-drink and in the instant sectors, e.g. children's drinks, sports drinks, fruit juice spritzers, near-water drinks and other trendy products. Offer your customers the red variety.

We also accompany you through the market launch of your new products using **let's get red**. Your two-fold advantage: **let's get red** offers functional ingredients for the well-being of your customers and a well-rounded, carefully developed product concept for your marketing success.

intense.

intense is a taste experience for all manner of target groups. The combination of hibiscus, fruit tea and rooibos covers a wide range of tastes and offers a full, fruity and refreshing taste experience. In the recipe the added flavour is intentionally kept low-key as the extracts used provide an intense taste and fruitiness of their own. By adding flavours, individual products tailored to the customers' requirements can be created, bringing further variety in the market.

Are you looking for "that special something"? Then just talk to us and we will draw up a special offer to suit your requirements.



intense

Ingredients per 100 ml:

Water	93.27 g
Sugar	6.00 g
Hibiscus Powdered Extract	0.40 g
Fruit Tea Powdered Extract "Red" based on Extracts from Hibiscus, Elder Berries, Lemon Peel, Orange Peel, Rosehips	0.15 g
Flavour	0.08 g
Acidifier Citric Acid	0.05 g
Rooibos Powdered Extract	0.05 g

let's **get red.**

Hibiscus Extracts.

The intensely red hibiscus extract is the most important ingredient in the **let's get red** product range. Hibiscus extract is very widespread. It is used both as a single raw material and in combination with other products in the fruity red sector. Hibiscus supplies a colour-stable

extract which is brightly red coloured in a solution. Through the proportion of hydroxy citric acid, often also called hibiscus acid, the drinks and foodstuffs have a very pleasant, slightly sour taste. Hibiscus and hibiscus extract are products with a long tradition in infusions and instant drinks. The functionality of hibiscus is achieved, among other things, by a high portion of anthocyanins with a high antioxidative potential. Plantextrakt has made use of this functionality and, as part of its own clinical studies, demonstrated the antioxidative potential of Plantextrakt's hibiscus extract.

The Plantextrakt study is available on request. Please contact Plantextrakt directly or your local Plantextrakt representative. You recognise the functionality of our products by the seal "proven functionality by Plantextrakt".



On the basis of hibiscus it is possible to produce a large number of new creative extract variations, for example such as "decolourised" hibiscus extract which is yellowish in colour. This decolourised variant has excellent sensory characteristics which are comparable to the classical

red hibiscus. But because of its yellow colouring it is better suited as the basis for drinks which are not intended to be red but nevertheless should show the dry, sourish character of hibiscus.

Hibiscus Yellow-Herbal-Citrus
Because of its light shade decolourised hibiscus extract can also be used in combination with herbal extracts and here leads to interesting new taste variations in the herbal sector.



Hibiscus Cherry-Blossom

Ingredients per 100 ml:

Water	93.49 g
Sugar	6.00 g
Hibiscus Powdered Extract	0.40 g
Acidifier Citric Acid	0.10 g
Flavour	0.01 g



Hibiscus Yellow-Herbal-Citrus

Ingredients per 100 ml:

Water	93.875 g
Sugar	5.500 g
Acidifier Citric Acid	0.220 g
Hibiscus Decolourised Powdered Extract	0.200 g
Herbal Powdered Extract based on Extracts from Camomile, Balm Mint, Verbena and Nettle	0.180 g
Flavour	0.025 g

Fruit Tea Extracts.

Fruit Tea extracts are generally based on hibiscus because of its sensory characteristics. Fruit Tea extracts are often produced in combination with other extracts from citrus fruits or from rosehip, black carrot, elderberry and other fruit. Due to the excellent combination characteristics a whole range of recipes is possible in

which taste, colour, functionality and target group profile can be tailored to the required consumer group. Here, the entire colour palette from yellow to orange and through to dark red can be achieved through particular combinations and used to address different target groups. This high level of individuality can thus not only be represented by the taste variants, but the colour of the drink can also underline the claim to individuality. Plantextrakt intentionally avoids the use of synthetic colourings in its recipes and achieves this optical unique selling point on the basis of the natural colours of the extracts.

Orange-Red Fruit Tea

This Fruit Tea is particularly suitable as a children's drink, because children are attracted by the colour and the tea is additionally characterised by a very mildly acidic taste.

Yellow-Apple Fruit Tea

This variant of fruit tea is also based on a decolourised hibiscus extract. In terms of taste it is a typical summer drink, thirst-quenching with a very fresh tangy taste. Due to the use of the light, decolourised hibiscus this type of fruit tea is ideally suited for combinations with other citrus or herbal extracts such as balm mint.



Orange-Red Fruit Tea

Ingredients per 100 ml:

Water	93.48 g
Sugar	6.00 g
Fruit Tea Powdered Extract "orange-red" Based on Extracts from Hibiscus, Lemon Peel, Orange Peel, Black Carrot, Elder Berries	0.22 g
Rosehip Powdered Extract	0.15 g
Acidifier Citric acid	0.10 g
Flavour	0.05 g



Yellow-Apple Fruit Tea

Ingredients per 100 ml:

Water	93.49 g
Sugar	6.00 g
Fruit Tea Powdered Extract "Yellow" based on Extracts from Decolourised Hibiscus, Rosehips, Lemon and Orange Peel	0.40 g
Acidifier Citric acid	0.10 g
Flavour	0.01 g

Rooibos Extracts.

In recent years, the South-African rooibos has conquered Europe and has steadily gained in popularity. Rooibos has excellent sensory characteristics. It is very mildly aromatic and is therefore particularly suitable for being combined with juices and flavours as it does not dominate these combinations. In contrast to tea,

rooibos contains no caffeine and is therefore especially suitable for children's drinks and consumers who react sensitively to caffeine.

Rooibos thus provides a healthy and tasty alternative to traditional ice teas which are widely accepted and consumed by

the general public. Rooibos also has a high portion of functional ingredients. Its antioxidative effect is mainly caused by its high content of tanning agents. A particular feature is its large range of flavonoids, especially aspalathin. In this context its anticarcinogenic and cardioprotective effect is increasingly being investigated and discussed. Its high mineral content, especially the fluoride proportion, may support caries prophylaxis, which is particularly important for children. In its country of origin rooibos is traditionally regarded as a refreshing sports drink to replenish the body's mineral reserves.

Rooibos Peach

Rooibos tea is a real alternative to conventional ice teas as rooibos drinks are caffeine-free and therefore very suitable for children and people who react sensitively to caffeine. The colour of rooibos drink is similar to traditional ice tea and thus readily recognisable for customers. Consequently it can be introduced into markets which are dominated by traditional ice teas. The characteristic taste of rooibos can also be used as a basis for new taste creations.

Rooibos-Hibiscus Multi-Fruit-Sport

Thanks to their high mineral content and their high antioxidative effect, rooibos drinks are also highly suitable as

sports drinks. The mineral reserves which are exhausted during physical exercise are restored and the free radicals released can be quenched and neutralised by the antioxidative molecules of rooibos. The combination of rooibos and hibiscus brings together two antioxidative plant extracts. When used as sports drink the recipe can also be supplemented and optimised with vitamins and minerals to suit the needs of the target group.



Rooibos Peach

Ingredients per 100 ml:

Water	93.37 g
Sugar	6.00 g
Rooibos Powdered Extract	0.35 g
Acidifier Citric Acid	0.25 g
Flavour	0.03 g



Rooibos-Hibiscus Multi-Fruit-Sport

Ingredients per 100 ml:

Water	93.29 g
Dextrose	6.00 g
Rooibos Powdered Extract	0.30 g
Acidifier Citric Acid	0.15 g
Hibiscus Powdered Extract	0.10 g
Flavour	0.06 g
Potassium chloride	0.06 g
Magnesium Hydroxycarbonate	0.02 g
Vitamin-Mix (Vitamin C, Niacin, E, B6, Folic Acid, B12)	0.02 g

Rooibos Green-Spicy

The Plantextrakt green rooibos is a new variant for which the rooibos leaves are not fermented after harvesting and thus retain their original colour. This provides the option of creating new taste profiles. Green rooibos, like classical rooibos, is original and characteristic in taste.

But in addition it offers several interesting options in terms of functionality. Plantextrakt offers extracts rich in flavonoids, e.g. extracts, which are standardised on aspalathin.



Rooibos Green-Spicy

Ingredients per 100 ml:

Water	93.47 g
Dextrose	6.00 g
Green Rooibos Powdered Extract	0.30 g
Acidifier Citric Acid	0.13 g
Flavour	0.10 g

Rooibos Honeybush

Honeybush, like rooibos, comes from South Africa. It has a pleasant taste and smell and a slightly sweet, honey-like character. Thanks to its low tannin content, honeybush is a genuine alternative to classical tea, and as it is caffeine-free it is extremely suitable for children and people who react sensitively to caffeine. Honeybush tea is said to have a calming effect and is therefore a perfect drink in the evening. Its pinitol content functions as an expectorant. In literature, pinitol is also described to regulate the blood sugar level. Like rooibos, honeybush is rich in minerals, trace elements and antioxidative substances such as isoflavones, cumestanes, xanthones

and polyphenols. In its country of origin, honeybush is traditionally used against digestive problems and insomnia. Because of its mild taste honeybush is excellently suited to be combined with a wide variety of flavours. It can therefore be used as a basis for many alternatives to classical ice tea.



Rooibos Honeybush

Ingredients per 100 ml:

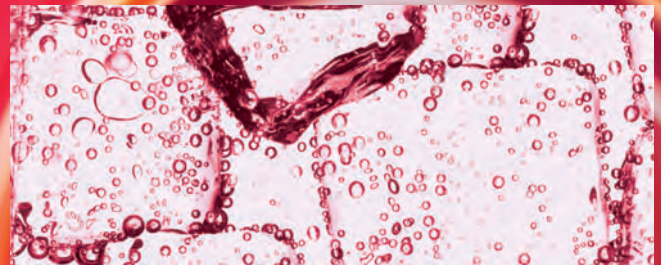
Water	94.27 g
Sugar	5.00 g
Rooibos Powdered Extract	0.30 g
Honeybush Powdered Extract	0.20 g
Acidifier Citric Acid	0.20 g
Flavour	0.03 g

Our Special Recipe!

Fruity fresh experience.

Notice:

The information contained in this brochure is the result of our findings and experience. It represents the best of our knowledge and belief and its intended purpose is to advise our customers. The information is, however, only of a non-binding nature. Protection rights of third parties must be observed. Dosage recommendations are not to be taken as a substitute for preliminary trials in individual cases, which are imperative for the intended use of the individual product. Furthermore, before sale of the products it must in all cases be ensured that the product meets all local legal requirements.



Cherry-Vanilla flavoured Hibiscus Ice Cubes

Ingredients per 100 ml:

Water	93.42 g
Sugar	6.00 g
Hibiscus Powdered Extract	0.40 g
Flavour	0.13 g
Acidifier Citric Acid	0.05 g

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