

Rotbäckchen®



Press release



A small sip; a big effect

Drinking just 40 millilitres of Rotbäckchen Vital Juice covers 100 % of the daily requirements for the vitamins and minerals it contains.

**Press release**

Unkel/Cologne, August 2023. The autumn and winter months in particular demand a lot from our bodies. To stay healthy, it is important to cover our daily nutritional requirements, but the body cannot produce most vitamins itself. Rotbäckchen has five suitable vitamin juices for precisely this purpose. These are nutritional supplements based on valuable fruit in combination with added vitamins and minerals. These high-quality and tasty pure juices contain no added preservatives, colours, sweeteners or flavourings and are also ideal for a vegan diet. All products in the Rotbäckchen Vital range are also alcohol-, gluten- and lactose-free, available in a convenient 450 ml bottle that includes a practical measuring cup.

The Rotbäckchen Vital Vitamin Formula

The intake of vitamins through food is essential for the body's vitamin balance. High-quality pure juices from apple, white grape, orange, pineapple and passion fruit are combined with banana and mango pulp and supplemented with vitamins B1, B2, B6, B12, C, D, E, K, biotin, niacin and pantothenic acid. The result is a delicious, fruity flavour-experience that, with just 40 ml daily portion, covers 100 % of the vitamin requirements and provides targeted support for the body.

Rotbäckchen Vital Vitamin D

Vitamin D is very important for the body, as it contributes to the normal function of the immune system and the maintenance of normal bones and muscle function. Despite this great importance of the vitamin, according to a nutritional report by the German Nutrition Society (DGE), 30 % of Germans are deficient in this vitamin and only just under 40 % have an adequate supply. This is because the body's own production of the vitamin is often insufficient in our climate. Particularly in the darker months of the year, the body can only produce a very limited amount of vitamin D. If there is an increased need or the body's own



Press release

production is low, the nutrient must be supplied through a balanced diet. Rotbäckchen Vital Vitamin D makes it easy to cover your vitamin D requirements. Thanks to its natural juice base of apple, mango, white grape, pineapple, orange, acerola and passion fruit, the food supplement tastes deliciously fruity and provides the body with enough vitamin D needed for the cold season.

Rotbäckchen Vital Iron Formula

Iron is a trace element that fulfils vital tasks in the body. For example, in addition to the normal formation of red blood-cells and haemoglobin, it also supports oxygen transport in the body and contributes to normal energy metabolism. As iron cannot be produced by the body itself, it must be ingested in sufficient quantities with food. In addition to iron, the active formula contains vitamins B1, B2, B6 and B12, which are important for normal energy metabolism. The vitamin C it contains also supports iron absorption. This can help to support energy metabolism. The Rotbäckchen Vital Iron formula tastes deliciously fruity thanks to the natural juice base of red grapes, aronia berries, elderberry, cherries and blackberries.

Rotbäckchen Vital Energy Formula

In addition to a healthy, balanced diet and plenty of exercise, a sufficient supply of vitamin B12 is very important for physical and mental performance. This supports the body's own energy metabolism, helps to reduce tiredness and fatigue and contributes to the normal functioning of our nervous system. Rotbäckchen Vital Energy Formula, with high doses of vitamin B12 and the valuable protein building blocks serine and glutamine, offers a very simple way of supporting the body's energy metabolism. The combination of high-quality pure juices also guarantees a naturally fruity flavour.



Press release

Rotbäckchen Vital Immune Formula

In the cold season and during periods of high physical or mental stress, a balanced diet and exercise in the fresh air are recommended. When it comes to food, pay particular attention to zinc and vitamin C, as these contribute to the normal functioning of the immune system. As the body cannot produce the trace element zinc itself and zinc stores are limited, it must be supplied regularly through food. This unique active formula of readily available zinc, vitamin C and vitamin D3 tastes naturally fruity thanks to a fruit-juice base of red grapes, aronia berries, elderberries, blueberries and blackcurrants.

About Rotbäckchen

Rotbäckchen is one of the few brands that has remained what it has always been over the decades - a seal of quality for healthy nutrition. Generations of families have put their trust in the juice with the original, magical formula. The secret of Rotbäckchen's magical formula lies in the balanced composition of the various ingredients. All Rotbäckchen products are made with love and care. Raw ingredients of the highest quality are left in their natural state and processed with particular care. <https://www.rotbaeckchen.com/>