



Press release

MITOcare & Lekkerland present the newcomer of the year: the revolutionary functional mito drink



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MITOcare and its partner Lekkerland present an innovative addition to the beverage range: the functional mito drink. The new drink is a combination of performance-enhancing ingredients and a unique taste experience. This drink marks the latest addition to your selection of functional soft drinks by offering an appealing mix of essential vitamins and minerals in a carefully selected nutritional composition, topped with a new, exciting taste profile.

In the world of functional food and drinks, which have long since found their place outside the niche, the mito drink fulfills the growing need of consumers to combine health and enjoyment without having to resort to traditional dietary supplements. Just one can of this functional drink provides the daily requirement of eleven essential vitamins and supports the body with important nutrients such as calcium and magnesium. In addition, pantothenic acid promotes mental performance, while natural energy suppliers such as guarana and green tea provide a gentle energy boost. The exotic taste of tropical fruits, green tea and a tangy ginger note rounds off the drinking experience. The drink is vegan, low in calories and uses natural sweeteners.

The brains behind this product, doctors Christian Burghardt and Dr. Alexander Hierl, emphasize the importance of a balanced diet in hectic everyday life. With their extensive experience in the food supplement industry, they have developed the mito drink to offer a simple, natural alternative to conventional supplements.

Functional drinks, such as the mito drink, do more than just meet basic nutritional requirements; they support a balanced diet and lifestyle. It is predicted that by 2025, almost 59 percent of all supermarket products will belong to this category. The mito drink represents a marriage between traditional supplementation and advanced nutritional science and aims to improve people's wellbeing.

The mito drink is aimed at nutrition-conscious individuals, professional athletes and fitness enthusiasts. Due to its richness in nutrients, it is also suitable for stress-stricken people and energy drink lovers.

The multi-fruit ginger flavor of mito drink is available in the Lekkerland webshop and at www.mitocare.de.

About MITOcare

"Everyone deserves to be healthy".

This statement embodies the credo of MITOcare, the innovation driver in the micronutrient and functional food segment. In product development, we attach great importance to using raw materials of natural origin and bioactive substances as far as possible.

We produce in the DACH region, which contributes to a sustainable economy.

Founded in 2013, MITOcare is headquartered in Munich and currently employs around 50 people. The company is also a member of the Association of Medium-Sized European Manufacturers and Distributors of Food Supplements & Health Products (NEM). Further details about us, our philosophy and products can be found at www.mitocare.de.