



Press Release

The mito-mative refreshing drink for vitality

- A simple, refreshing and healthy alternative
- New drink covers the daily need for 11 essential vitamins

Munich, July 20, 2023

MITOcare GmbH, known for high-quality micronutrient products and innovative dietary supplements, presents another member of its product line, the mito drink.

Promising to meet daily needs for 11 essential vitamins while providing additional nutrients, the company is now launching its functional soft drink.

With its nutrient complex, mito drink contributes to normal energy metabolism and mental performance – a natural and refreshing way to get through the day.

The mito drink was developed under nutritional aspects and convinces with a natural and enticing taste profile. Tropical fruits such as açai, chokeberry and mangosteen harmonize perfectly with a tangy ginger note.

Another plus point is the healthy and conscious composition of the drink. With only 44 kcal per can, 3 g natural sweetener from stevia and agave syrup and the vegan, lactose-free and gluten-free recipe, the mito drink

appeals to a broad target group. The BPA-free aluminum can protects the high-quality ingredients, supports environmental protection and is visually an absolute eye-catcher.

MITOcare CEO Christian Burghardt is looking forward to the market entry: "With the brand mito functional nutrition and our motto "you drink - we care" we want to completely reinterpret the way we consume food and be part of a healthier and more sustainable future".

MITOcare has developed the drink as a simple, healthy and flavorful alternative to traditional beverages that allows smart nutritional supplementation. The company is encouraging retailers and distributors to include the mito drink in their product line to offer their customers a delicious and innovative alternative. To learn more about the new drink, visit mito-drink.com.

About MITOcare

"Every person deserves to be healthy".

This is the claim of MITOcare, the innovation driver in the field of micronutrients. Our wide range of bioactive substances and natural products has been developed together with physicians and is continuously optimized according to the latest scientific findings.

Our production takes place in the DACH region and thus contributes to sustainable business. With our natural, vegetable capsule shells and especially with our bioavailable ingredients.

MITOcare was founded in 2013. The company is headquartered in Munich and currently employs 47 people. MITOcare is a member of the Association of Medium-Sized European Manufacturers and Distributors of Food Supplements & Health Products e.V. (NEM).

For more information about our company, our philosophy and our products, please visit www.mitocare.de.

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