



PRESS RELEASE

## nu3 expands free-from product line

**Berlin, April 7, 2014. Europe's market leader for intelligent nutrition nu3 responds to the growing number of people with unique dietary needs. The product line of special cooking and baking ingredients has been expanded.**

Unique dietary habits are on the rise: 10 million Germans are lactose intolerant. 6 million follow a diet fit for diabetics. Further 800.000 people live on a vegan diet and do without foods of animal origin. Around 400.000 are intolerant for gluten and therefore stay free from most grains.

nu3 has expanded its special line of products, providing the right nutrients for all of them. This also includes suitable baking ingredients such as lactose-free dairy products, sugar substitutes, like Stevia and Xylit, vegan and sugar-free chocolate, fruit powder and glutenfree almond and coconut flour.

Traditional recipes like cheesecake can be adjusted and matched easily to fit unique eating habits with the help of these ingredients. The sugar for the cake base can thus be replaced by stevia powder. Fluid stevia drops will sweeten the filling or desserts. Sugar substitutes like Stevia and Xylit have no calories and are suitable for diabetics. nu3's organic lucuma powder is also a healthy alternative. It is extracted from the South American lucuma fruit.

Almond flour can be used for gluten-free baking as well as macadamia or coconut fibre flour. All these exotics are free from gluten and are available in nu3's online shop. Vegans can replace animal products with plant margarine, tofu or soy milk from the product range of nu3. Where there is also further ideas for baking.

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### **About nu3 – YOUR NUTRITION EXPERTS**

nu3 is Europe's leading vendor for intelligent nutrition. Within the online shop customers find the right product in line with their goal and philosophy in the areas of slimming, nature foods, sports, health and beauty. The nu3 team of experts consisting of ecotrophologists, sport scientists and physicians is constantly searching for innovative products for the growing line of products with currently around 6.500 items. Berlin-based company nu3 GmbH was founded in 2011 by Felix Kaiser, Kassian Ortner and Dr. Robert Sünderhauf. nu3 has around 120 employees and is active in nine countries. <https://www.nu3.com>