

Maris DHA Omega-3 Shot Wins NutraIngredients Editor's Choice Award

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A unique omega-3 health shot, packed in a patented pouch system was the star at the NutraIngredients Editor's Choice Award which final was held last week in Geneva: Maris Mix OmegaPassion DHA combines 9 g of omega-3 powder with 60 ml of fruity liquid in two compartments of a pouch, separated by a breakable membrane.

A simple squeeze to the pouch opens the membrane to release the powder into the liquid. Per serving Maris Mix OmegaPassion contains up to 250 mg DHA omega-3 (docosahexaenoic acid), one of the hottest ingredients at this year's Vitafoods show which was held along the awards ceremony.

Several clinical studies have demonstrated DHA's beneficial effects for brain development and performance. Consequently, the European Health Safety Authority EFSA granted several health claims related to DHA and nervous system benefits for both children and adults. Besides DHA, Maris OmegaPassion contains natural green tea extract for added antioxidative effect.



Hamburg's IOI Imperial-Oel-Import, the company behind Maris Mix OmegaPassion DHA, has been working with omega-3s for almost two decades. IOI has developed a number of novel delivery forms as alternative to the conventional fish oil capsule. Oliver Kromer, the company's managing director: "We are very excited to receive this award! Our developers have done an amazing job to create a beverage that combines DHA's unique health benefits with a delicious taste experience. Maris Mix OmegaPassion DHA is the perfect on-the-go health infusion that fits in every school bag or even the pocket of your training pants."

Health shots that release nutrient powders stored in a bottle's cap have seen strong growth in the past two years. However, the powder cap technology is fairly expensive and has significant limitations regarding the volume of powder a cap can hold. Oliver Kromer: "Maris Mix offers much higher loads of powder and also is quite cost-efficient. We can provide 25 g of powder and more in one single pouch. Also, customized sizes and shapes can be produced, even for smaller volumes. Our minimum order quantity is 100.000 pouches."

IOI offers Maris OmegaPassion DHA and other concepts for the Maris Mix Pouch as private label product for brands in the sports nutrition, nutritional supplements or beverage area. IOI expects launches both in a single serve format as well as in multi-serving boxes.

Having their first product concept for the Maris Mix packaging just awarded, IOI is already exploring new areas of application as Ina Harkopf, IOI's head of R&D explains: "We are looking into various concepts for which we want to partner with specialty brands. We see great potential for products like a DHA fortified school milk or protein powder-based sports nutrition shots for athletes on the go. For premium supplement brands as well as for medical nutrition we can work out a liquid/liquid formula which could provide up to 3.000 mg of EPA+DHA in one great tasting shot."

Further down the road, IOI also may take their product into the infant formula category which is booming in Asian countries like China. As water quality is not optimal in many areas, a Maris Mix infant formula product containing purified water would provide much higher safety than conventional formula mixed with local tap water. In warmer countries, Maris Mix formula could be consumed straight away; for areas where heating would be required Maris Mix may be used with a microwave or a water bath.

<http://www.maris-omega3.com/supplements/omega-3-pouch-shot.html>

About IOI Imperial-Oel-Import:

Imperial-Oel-Import Handelsgesellschaft mbH, founded 1920 in Hamburg, Germany, serves customers in various markets with a specialized portfolio of sustainably sourced natural oils and waxes. For the food industry, the company's focus is on premium quality, low oxidized omega-3 ingredients and functional phospholipids. Dedicated to innovation, Imperial-Oel-Import develops novel omega-3 ingredient solutions and finished supplement products. With the launch of MarisPlus, a flavored omega-3 liquid for direct intake, the company has recently also entered the consumer market in Germany.

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