



Press Information

P. Jentschura extends its product range and proudly presents "WurzelKraft fruity" and "WurzelKraft aromatic"

The power of nature in a jar

Münster, October 2009. "WurzelKraft fruity" and "WurzelKraft aromatic" are the new products of the P. Jentschura product range, which are now available for sale. The two gluten free versions have been created on the basis of the former proven blend and contain 100 natural vegetable ingredients which supply the organism with valuable vital substances. "WurzelKraft fruity" is characterized by the high amount of fruit including papaya, pineapple, mango, apple and raspberry making up 37 percent of the recipe. Further valuable ingredients have been integrated. "WurzelKraft aromatic" preserves all the characteristics of the classical blend, but has been enriched with the nutlike tasting chufas and the natural sweetness of topinambur. Both product versions are free of artificial flavours, preservatives and colours and are offered in a new attractive package design.

Dr. h. c. Peter Jentschura, CEO of Jentschura International GmbH, stated: "The elaboration of the new recipe of WurzelKraft complies with the request of many customers for a more delicious taste and a higher content of fruit."

The two different "WurzelKraft" granulates containing herbs, spices and vegetables offer the organism all the diversity of nature. They comprise among others essential amino acids, minerals as well as vitamins. The products supporting vitality and wellbeing can be enjoyed pure or in combination with other meals and beverages.

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Possibly record-breaking

MorgenStund' from the P. Jentschura brand was the chosen breakfast of some of the cyclists in the German cycling team at the Summer Olympic Games 2008.

At the Tour de France 2008, the popular millet and buckwheat porridge was found on the breakfast tables of the Team Gerolsteiner.

More information can be found at www.p-jentschura.com



“WurzelKraft fruity” and “WurzelKraft aromatic” are available in five selling sizes: 66 g, 165 g, 330 g, 660 g and 1650 g. The foodstuff is bottled in light-, air- and temperature-resistant special jars with screw caps.

“WurzelKraft” is being commercialized in health stores, whole food and organic shops, in drugstores, cosmetic institutes and in gyms. Further information about “WurzelKraft” and the other products of the P. Jentschura brand can be found at www.p-jentschura.com



((P.Jentschura_WK1.jpg))

“A strong duo” by P. Jentschura: now available in the two special flavour versions “fruity” and “aromatic”.



((P.Jentschura_WK2.jpg))

Available in a new package design: “WurzelKraft fruity” and “WurzelKraft aromatic”. Both products are gluten free and contain 100 vegetable ingredients.



Jentschura International GmbH

Jentschura International GmbH is an international developer and manufacturer of alkaline body care products and alkaline-generating food products. The Executive Board and Management team are based in Münster-Albachten, North-Rhine Westphalia, Germany. In January 2009, the new production hall was relocated to Münster-Roxel. The family business, founded in 1993, employs a staff of about 100 people working in administration and production. The company not only supplies its products to the German domestic market but also primarily to its European neighbours as well as to Russia, Taiwan, Korea, Canada and the US. The international market leader with own branches in Switzerland and Mexico exports its health, beauty, performance and regeneration products and concepts to a total of 26 countries. Moreover, Jentschura International GmbH is the official consultant and supplier to the Österreichische Skiverband (ÖSV – Austrian Ski Association), GIANT-Swiss-Team.ch, the CUCUMA professional triathlon team as well as successful runners, cyclists, tri-athletes and weight-lifters. The company also successfully drives forward its medical wellness concept "Jentschura's Regenata". Regenata is a comprehensive cleansing and regeneration cure, which is offered in hotels and other institutions throughout Germany, Austria and Switzerland. More information on the company and its range of products can be found at:

- www.p-jentschura.com
 - www.regenata.com
 - www.jentschura-sport.com
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