



Media Release

A Healthy Basis – in Every Respect

Nutrisun – Offering a Variety of Healthy Sweet Products and Associated Services

Nutrisun is a subsidiary of the Laurens Spethmann Holding (LSH), located in Hittfeld near Hamburg, and markets fruit bars, muesli bars and cereal bars as well as a wide range of sweeteners. The internationally oriented name expresses the quality requirements expected of the main ingredients: “Nutri” clearly refers to the aspect of nutritional value – substantial in the case of the bars and intentionally low in the case of the sweeteners. “Sun” represents vitality and enjoyment as well as the sun-ripened and sun-dried fruits, nuts and grains – the brand’s main ingredients from around the world. Currently, Nutrisun products are available in 42 countries. In addition to its retail and industrial business, Nutrisun also operates its own brand business for sweeteners under the brand name HUXOL. The product range of sweeteners includes powdered sweetener, liquid sweetener and tablets.

The Concept: One-Stop Shopping

Nutrisun was founded as a subsidiary of the LSH in 2007 and benefits not only from the values of the family business but also at the same time from the rich international experience and a strategy based on speed, flexibility and innovation. By being a manufacturer, service provider and adviser all in one, the company has positioned itself as one that offers a one-stop shopping concept – from the choice of raw materials to the packaging and from production all the way to marketing. The teams of specialists at Nutrisun understand the particular market structures, consumer needs and legal frameworks in the respective markets.





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HUXOL: Sweetening for Carefree Enjoyment

The brand HUXOL has been a part of the LSH family of companies since 1976. The originally wide product range of the tea company HUXOL quickly narrowed its focus to concentrate on the growing sector of sweetener products. Due to the increasing health and body consciousness of consumers, the demand in this segment grew accordingly. HUXOL established itself as a successful brand and as a synonym for light sweetness. The HUXOL product range offers a diverse taste profile for low-calorie sweetening and enjoyment. In 2007, HUXOL became part of the LSH's newly established subsidiary Nutrisun.

