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Best Medical Mushroom & Healthy Coffee Trading Company 2023 – DACH

VITA – Bio Lebensmittelhandel e.U. is a unique company that specialises in organic products with the overarching goal of providing its customers with the motivation to lead a lifestyle that is healthy and exciting. For the business, there is a keen focus on helping customers realise that they have to take responsibility for their own health and wellbeing, and raising awareness of this in a way that is fun, innovative, and delicious. In the fast-moving world that we live in today, its amazing field for consumers to find the best choice of high-quality products that satisfy their health needs while remaining tasty, and this is where the company comes in, offering medical mushrooms in a variety of forms and natural, organic coffees. We speak with Founder Gerold Helmut Jernej, to find out more about his philosophy and the high-quality, life-affirming products that the company provides.

VITA Bio Lebensmittelhandel e.U. (VITA) was founded almost ten years ago in 2014 by organic-reishi-coffee-pioneer Gerold Helmut Jernej, who, for more than 25 years has surrounded himself with Asian philosophy, Tibetan Buddhism and Traditional Chinese medicine (TCM). As Gerold explains, "in TCM there are so many possibilities to help mankind ... I trust the millennia old knowledge about harmony and well-being." With this mindset to boot, Gerold spent seven years working as a product manager for a natural and gold cosmetics line that was based on TCM, and before that for three years as project manager of a used mobile phone collection company. This company was the co-initiator of the Ö3-Wundertüte, which has been successfully collecting old mobile phones for a good cause since 2005 in Austria.



Vital organic coffee (VITA1001 – Bio Vitalkaffee) thus serves not only as a vocation, but a new challenge, and in order to separate himself from the competition, Gerold believes in adopting a quality-first approach across the company's offerings, surviving in the highly competitive coffee market by specialising in one specific area and focusing on the right group that the product is intended for. Nutrition, exercise, and relaxation are the three pillars that serve to represent an individual's health, and the business plans to utilise all three pillars to provide empowerment, offering organic food that is fair and great for overall health.

As an example, the low-acid and healthy VITA1001 – Bio Vitalkaffee (Reishi coffee), helps those who suffer with coffee intolerance, and since

it boasts alkaline and intermediate-fasting capabilities, it is ideal for people before or after taking part in sports, as well as being suitable for both vegetarian and vegan customers. In short, this coffee is for those who are health-conscious and is pioneering as the first of its sort on the Austrian organic coffee market.

The food and drink industry is one that is subject to constant changes, evolution, and developments across the board, and a particularly prolific issue in the current climate is an increased demand for healthy and sustainable products, coupled by consumers increasingly suffering from coffee intolerances. To remedy this, VITA's coffee produce is not only healthy, but is bolstered by the addition of two top-quality medicinal mushrooms that have been added since the beginning. The product is subsequently roasted and packaged in a private and organic roastery in Gmunden province of Upper-Austria, in packaging that is friendly to the environment.



VITA uses only 100% organic highland Arabica beans sourced from a social coffee farm project in West Honduras, and the two medicinal mushrooms which accompany the beans are lovingly produced in the company's native Austria, guaranteeing their quality and sustenance. Although these game-changing mushrooms have found their way into the company's coffee since day one, it was 2018 when Gerold began selling these mushrooms separately as a wholesaler of an innovative mushroom production company, which is responsible for the production of valuable mushroom products as food supplements in the best organic quality in pure culture in Tyrol, in a range that is inclusive of powder capsules, alcohol-free dual liquid extracts, and a recently unveiled series of organic medical mushroom skin creams.

In contrast to other coffee suppliers who use aluminium capsules, VITA focuses on high quality and only uses 100% compostable wood fibre espresso capsules. By enjoying this delicious coffee, consumers are not only doing something good for their health, but also contributing to a sustainable lifestyle and a better environment.

As one might expect from the dedication and enthusiasm which Gerold exudes, VITA is a company comprised of a single person, with Gerold



having managed every element of the business since it first came to the market more than nine years ago. Through a meticulous blend of exciting vision, a lot of heart and soul, motivation, commitment, and joy, Gerold has taken the company from strength to strength, even carrying out a great deal of promotional work with the product's dealers in their shops. As Gerold explains, "this is really intense and interesting work, and it gives me a lot of fun and pleasure to help people."

To this end, VITA gives its prospective customers the opportunity to try its coffee free-of-charge in a store setting, eliminating the need for a blind purchase to be made. Nevertheless, Gerold is confident in the ability of his products to impress consumers, confidently stating, "I call my VITA1001 – Bio Vitalkaffee probably the tastiest coffee in this universe." Always trying to spread awareness of the brand, 2022 saw Gerold take part in 126 such full-day promotional activities throughout Austria, including exhibiting five trade fairs, all on his own, carrying the brand squarely on his shoulders.

The challenging and lovingly work that Gerold puts into VITA is more than paying off, with the company winning three awards within a 14-month period, serving to reinforce his motivation to provide people with a leading, healthy, alkaline coffee product. Last summer, the company launched its VITA1001-EK-10 Reishi coffee in a 100% compostable, wooden and Nespresso compatible espresso capsule,



in a box of ten. Subsequently, VITA was championed with recognition of first place in the "novelties" category at the Gewusst wie Health Fair that same year, a true recognition of the excellence offered by the product.

For those looking to buy any of VITA's products, they can be found in the Austrian health stores Reformstark Martin, Prokopp Gewußt wie, and Natur & Reform, as well as a variety of organic and natural food stores, drug stores, coffee houses, pharmacies, and shops across the country. Moreover, they can be purchased directly from VITA's website or Amazon.de, meaning that customers across the country can revel in coffee that is not only tasty, but beneficial to health and well-being.

Looking ahead to the future of the company, things look bright for VITA, with Gerold planning to launch a new and innovative line of products into the market sometime in early 2024, as well as continuing his tireless and successful product promotion ventures of the business' current offerings. As the demand for high-quality food products continues to increase, more people are sure to flock to VITA, and in return, Gerold promises to continue to offer the premium products his current client base has come to know and love.

VITA also plans to expand its presence in the e-commerce sector, investing in improving logistics to ensure that delivery of all of the company's organic products is streamlined and executed smoothly. In the near future, Gerold plans to further expand and strengthen its product presence in DACH. Expansion into some European countries is also being considered. Enquiries from interested dealers from all over the world are always very welcome. My slogan is also: Not having my functional Reishi coffee in the retailer range is a failure to render their customer needs.

Overall, it is safe to say that with VITA1001 – Bio Vitalkaffee you will experience unforgettable coffee moments that contribute to a healthier self and a healthier planet.

This means that many people near and far can enjoy Gerold's revolutionary coffee and mushroom products. With all the joyful work that is continuously being fed into the business to ensure its luxury product range continues to thrive, the VITA – Bio Lebensmittelhandel e.U. brand has established itself as a beacon of expertise, personality, and friendliness in the food and drink industry, and one that is more than deserving of this award celebrating its brilliance, and that of its fantastic owner.

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