

Austria

## MUSHROOM COFFEE BRAND OF THE YEAR 2025

### VITA – Bio Lebensmittelhandel e.U

VITA – Bio Lebensmittelhandel e.U has been owned and operated by entrepreneur and supplement expert, Gerold Helmut Jernej since 2014. Rooted in the principles of traditional Chinese medicine, the flagship VITA1001 — Bio Vitalkaffee (organic vitality coffee) — offers a unique blend that combines premium organic Arabica coffee from the highlands of west Honduras with two medicinal mushrooms: the revered reishi and the almond mushroom. Providing a delicious, health-enhancing alternative to conventional coffee, the VITA1001 has made an innovative splash on the coffee scene in Austria, redefining the way people go about consuming their favourite drink.

The reishi mushroom, long prized in traditional medicine for its immune-boosting and antioxidant properties, is paired with the almond mushroom to create a product that nourishes the body while offering a smooth, rich coffee experience. VITA1001 – Bio Vitalkaffee is a functional supplement ideal for the health-conscious or those who experience common issues with conventional coffee such as heartburn, reflux, or caffeine sensitivity. With its alkaline and low acid profile, it supports digestion and is especially well-suited for people following an alkaline or intermittent fasting lifestyle. It is also a preferred choice for vegetarians, vegans, athletes, fatigue sufferers and individuals seeking weight loss. The coffee is roasted using a gentle flavour-preserving method by a certified organic, fourth-generation family roastery in upper Austria.

The judging panel was particularly impressed by the efforts made by Gerold at VITA to ensure his supplements are suitable for grandchildren — in other words, as ecologically sound as possible. VITA1001 – Bio Vitalkaffee is available as a 250g ground coffee but also in 100% compostable wood fibre espresso capsules compatible with Nespresso machines. These are packaged in eco-friendly boxes printed with plant-based colours and from raw materials to packaging, every detail underscoring VITA's dedication to reducing its environmental footprint and safeguarding future generations. Supporting ethical practices, VITA also contributes to a social coffee farming initiative in Western Honduras, meaning consumers are choosing a product that supports their own health but also assists sustainable agricultural communities abroad.



The VITA1001 – Bio Vitalkaffee is probably the most flavourful, organic, premium Reishi-coffee in this universe.



**VITA** | BIO  
Lebensmittel-  
handel e.U.

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