

LUX*life*
MAGAZINE

Food & Drink
Awards 2024

Featuring:

Cake Decor India:

International Cake
Artist of the Year 2024:
Prachi Dhabal Deb &
Confectionery Innovation
Excellence Award for
Royal Icing Art 2024

VITA – Bio

Lebensmittelhandel e.U:

Best Organic Mushroom-
Coffee Brand 2024 -DACH
& Best Organic Medicinal
Mushroom Extract
Wholesaler 2024 - DACH



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Best Organic Mushroom-Coffee Brand 2024 -DACH & Best Organic Medicinal Mushroom Extract Wholesaler 2024 - DACH

"Helping People to Enjoy Food Responsibly"

VITA – Bio Lebensmittelhandel e.U (VITA) is a seasoned, leading supplier of innovative, healthy, and organic products. With a goal to motivate and help people to lead a healthy and sustainable lifestyle, VITA's Founder and organic mushroom coffee pioneer Gerold Helmut Jernej has dedicated the past ten years to the development of life-altering products. Here we profile the business as it reaches its decade milestone and is bestowed with two prestigious titles in our Food and Drink Awards 2024.

Ganoderma lucidum, or reishi mushroom, has been highly revered for centuries throughout many communities and cultures. Founder and organic PREMIUM REISHI-coffee-pioneer Gerold Helmut Jernej of VITA in Austria has been inspired by traditional Chinese medicine in particular, which promotes the power of nature and the outstanding properties of natural ingredients such as reishi mushrooms.

Gerold shares, "For over 25 years I have been involved with Asian philosophy of life, with Tibetan Buddhism (Karma Kagyu) and TCM (Traditional Chinese Medicine). TCM in particular offers so many possibilities to help humanity and I trust in the thousands of years of knowledge about harmony and well-being."

Translated as "mushroom of immortality" or "mushroom of spiritual potency", this specific fungus has been represented throughout Taoist art since the 1400s and appeared in the Chinese Pharmacopeia during the Ming Dynasty. Supporting the immune system, housing antioxidant properties, stimulating better cellular health, reducing chronic inflammation, and so much more, reishi mushroom is an incredibly rich and versatile ingredient to live a healthier life.

In 2018, Gerold became a wholesaler of an innovative Austrian mushroom production company, completely convinced of the top quality and effectiveness of medicinal mushrooms. These valuable organic mushroom products are produced in Austria under the best conditions and have the highest standard in the industry.

The product range includes food supplements of the best organic quality, which are produced in pure culture and are available in the form of powder capsules, alcohol-free dual liquid extracts and a range of organic skin creams with medicinal mushrooms. Particularly noteworthy is the uniqueness of the liquid extracts, which are available to the consumer without alcohol, but with the full spectrum of a dual extraction. The liquid extracts are alcohol-free and are therefore unique on the market. They can easily be taken by children or adults, especially if they are unable to swallow or take capsules. Even animals can benefit from the effect of the medicinal mushrooms and also achieve a sense of well-being.

The dual liquid extracts are also easy to take and are ideal for young and old. At the moment there are 10 different variants including Lion's Mane, Maitake, Almond mushroom, Caterpillar mushroom, Reishi, Shiitake, Turkey Tail mushroom, Chaga, Tinder fungus, Coprinus comatus.

VITA concentrates on sustainability, fairness, and quality through its offerings of organic medicinal mushroom-powder, made in Austria for its PREMIUM Mushroom-Coffee, to improve people's health in Europe.

Harnessing the power of reishi with its PREMIUM REISHI coffee, VITA produces its VITA1001 – Bio Vitalkaffee (Organic Vitality Coffee) with sustainability and good health in mind. VITA1001 is a healthier alternative to the regular, everyday coffee that many consume as it offers many health benefits while tasting delicious to coffee enthusiasts.



"VITA1001 – Bio Vitalkaffee is particularly suitable for the target group of people with coffee intolerances such as heartburn, reflux, gastritis, chronic gastritis, and more, especially important for alkaline and intermittent fasting, before and after sport, ideal for vegetarians and vegans and especially for the health-conscious, coffee allergy sufferers, fatigue sufferers, and those interested in losing weight."

Gerold says, "Many consumers can no longer tolerate conventional coffee due to its high acid content (industrial roasting) and are not exactly happy with caffeine-free or substitute coffee products. With VITA1001 – Bio Vitalkaffee, these customers have found the right product for them and are very happy about it." As VITA1001 – Bio Vitalkaffee is suitable for

Photo credit: Edith Laurent

anyone who enjoys coffee, being alkaline and low-acid, this innovative coffee product has been making a huge impact on the health of many across Austria and beyond. As it is easy on the stomach, health benefits can be delivered without discomfort and negative side effects. Continually supporting the growth of its industry, VITA provides a healthy, sustainable, and tasty option for coffee lovers. Gerold enthuses, "VITA1001 – Bio Vitalkaffee opens a new chapter in Austrian coffee culture. This special coffee product combines 100% finest organic highland Arabica from West Honduras with two organic vitality mushrooms – reishi and almond mushroom from Austria – and is not only flavourful, but also good for the body. Gently flavour-roasted in a certified organic coffee roastery, a 4th generation family business in Upper Austria."

"This unique combination represents an innovation in the coffee market and offers added value for health-conscious consumers, and has done so for 10 years"

Available in two varieties, 250g ground and a 100% compostable wood fibre espresso capsule which is compatible with Nespresso machines, VITA1001 – Bio Vitalkaffee is entirely accessible with regards to the way individuals like to prepare their delicious drink of choice. Packaged in a plant-colour print ÖKO box, this PREMIUM mushroom coffee product is designed to be attractive to the eye while inviting us to delve deeper into the tasty coffee inside.



Photo credit: VITA – Bio Lebensmittelhandel e.U.

responsibility speaks volumes about VITA as a whole, especially as it has been supporting social coffee farming since its inception in 2014.

Having recently celebrated his tenth year in business with VITA, Gerold took the time to reflect on the achievements of the company's time in operation via VITA's website. His celebratory anniversary news post details the highlights of the past decade. From the launch of the company's PREMIUM REISHI coffee to the unveiling of the VITA1001 – Bio Vitalkaffee's espresso capsule variant in September 2022, Gerold comments on VITA's devotion social responsibility, sustainability, vitality benefits, and more. He personally thanks all of his supporters and customers over the years and makes a toast to the next decade to come.

Just recently, in September this year, VITA was nominated in Austria for the Organic Product of the Year 2025 award for its latest product, the VITA1001-DC-EK-10 - VITA1001 – Bio Vitalkaffee (decaffeinated using the Swiss-Water® process) in a 100% compostable wood fibre espresso capsule.



Winning Best Medicinal Mushroom & Healthy Coffee Trading Company 2023 – DACH in our Food and Drink Awards 2023 VITA has now won esteemed titles from us at LUXlife for two consecutive years. However, this year, the pioneering company has been awarded two titles – Best Organic Mushroom-Coffee Brand 2024 – DACH & Best Organic Medicinal Mushroom Extract Wholesaler 2024 – DACH.

We're proud to recognise and award VITA – Bio Lebensmittelhandel e.U with its titles in this year's Food and Drink Awards as it has shown incredible resilience, commitment and dedication to supporting health, the environment, and coffee farmers. We look forward to seeing what it does next – especially as a new generation of innovative medicinal mushroom products are being produced using a new and groundbreaking manufacturing process.



Contact: Gerold Helmut Jernej
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Photo credit: Edith Laurent

Additionally, this aroma protection, eco-friendly packaging was carefully crafted to support the planet. The packaging itself helps us to minimise our environmental footprint while simultaneously aiding VITA to minimise its own environmental footprint, and even ensures the quality and freshness of each pack of coffee. Atop this, no trees were felled specifically for the production of the wood fibre espresso capsules, but the wood used comes from the overcut of the luxury office furniture industry.

With a deep connection to sustainability, VITA ensures that it stays true to its social commitment. Gerold shares, "By purchasing a pack of VITA1001 – Bio Vitalkaffee, our customers support a social coffee farming project in western Honduras." This dedication to sustainability and social

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