

## Honours & Awards 2022, 2023, 2024 & 2025



September 2022

The **VITA1001-EK-10 – Bio Vitalkaffee (PREMIUM REISHI-Coffee)** in a 100% compostable wood fibre espresso capsule (Nespresso compatible) was voted the **TOP1 trade fair innovation of 2022** by **B2B visitors** at the **Gewußt wie - health fair** in **Bad Schallerbach**



July & September 2023

Magazin **LUXlife** (London/UK): **nominates VITA – Bio Lebensmittelhandel e.U.** for the **Food & Drink Awards 2023** in July 2023. September 2023, my sole proprietorship **wins** the **Food & Drink Awards 2023** in the **category: Best Medicinal Mushroom & Healthy Coffee Trading Company 2023 - DACH.**

(DACH: Germany, Austria, Switzerland)

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November 2023



Magazin **BIORAMA** (Vienna): **Nomination (GOLD-Status)** for **VITA1001-EK-10 – Bio Vitalkaffee (PREMIUM REISHI-Coffee)** in a 100% compostable wood fibre espresso capsule (Nespresso compatible) for the **BIO product of the year 2024** at the **BIO-Österreich trade fair** in **Wieselburg.**

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Juli & Oktober 2024



Magazin **LUXlife** (London/UK): **nominates VITA – Bio Lebensmittelhandel e.U.** for the **Food & Drink Awards 2024** in July 2024.

Oktober 2024, my sole proprietorship **wins** the **Food & Drink Awards 2024** in the **category: Best Organic Mushroom-Coffee Brand 2024 DACH & Best Medicinal Mushroom Extract Wholesaler 2024 - DACH.** (DACH: Germany, Austria, Switzerland)

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November 2024



Magazin **BIORAMA** (Vienna): **Nomination (GOLD-Status)** for **VITA1001-DC-EK-10 – Bio Vitalkaffee DECAF (PREMIUM REISHI-Coffee)** in a 100% compostable wood fibre espresso capsule (Nespresso compatible) for the **BIO product of the year 2025** at the **BIO-Österreich trade fair** in **Wieselburg.**

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## Honours & Awards 2022, 2023, 2024 & 2025



September 2025

Magazin **Corporate Live Wire** (Birmingham/UK):  
**Winner of the Corporate Live Wire - Innovation & Excellence Awards 2025** in the category: „**Mushroom Coffee Brand of the Year - 2025**“

read more... (PIN: **Innova251808**)

(Corporate Live Wire-Magazin was published in September 2025)



### The sustainable coffee capsules made of wood (Nespresso®\* compatible)

\*Trademark of a third-party company that is not associated with VITA - Bio Lebensmittelhandel e.U..

**VITA1001-EK-10 & VITA1001-DC-EK-10**





VITA1001-EK-10



VITA1001-DC-EK-10



(winner certificate)

**gewußt  
wie  
messe 2022**

*Gewußt wie*  
VON NATUR AUS

# TOP NEUHEIT 2022

**Vita1001-EK-10 - Holzkapseln  
Kaffeeprodukt**



**Wir gratulieren Herrn Jernej zur Wahl der  
Top 1 Neuheit  
mit seinen Vita1001-EK-10 Holzkapseln.**

Unter allen Messebesuchern der Gewußt wie Messe 2022 wurden die  
Top 3 Neuheiten Produkte gewählt.

LUXlife  
MAGAZINE

Food & Drink  
Awards 2023

Featuring:

 PrueLeith  
Culinary Institute

 Odello

 Karine's



# Best Medical Mushroom & Healthy Coffee Trading Company 2023 – DACH

(DACH: Germany, Austria, Switzerland)

**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.



VITA1001-EK-10 – Bio Vitalkaffee (Reishi-Kaffee) in einer 100% kompostierbaren Holzfaser-Espresso-Kapsel (Nespresso kompatibel)

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.

Contact: Gerold Helmut Jernej  
 Company: VITA – Bio Lebensmittelhandel e.U.  
 Web Address: [www.bio-vita.at](http://www.bio-vita.at)





This is to certify that:



Have been named within the Food and Drink Awards 2023

## Best Medicinal Mushroom & Healthy Coffee Trading Company 2023 - DACH



CERTIFICATE

Awarded September 2023

*J Henderson*

Jane Henderson  
AI Global Media Ltd

LUXlife

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# VITA – Bio Lebensmittelhandel e.U



## VITA – Bio Lebensmittelhandel E.U

Food & Drink Awards 2023

Best Medicinal Mushroom & Healthy Coffee Trading Company 2023 - DACH

[See VITA – Bio Lebensmittelhandel e.U's website](#)



# (certificate of nomination)

**VITA** | BIO  
Lebensmittel -  
handel

12 Jahre  
VITA1001  
BIO  
VITAL  
KAFFEE  
seit 2014

BIO-PRODUKT DES JAHRES – WIAWIAWIA  
**BIO  
2024**  
– BIO ÖSTERREICH Messe Wieselburg • BIORAMA

Die Auszeichnung  
»Bio-Produkt des Jahres«  
wird von »BIORAMA  
Magazin für nachhaltigen  
Lebensstil« und der  
Messe Wieselburg vergeben.  
Es werden ausschließlich  
österreichische Produkte und  
österreichische Unternehmen  
ausgezeichnet – beurteilt nach  
den Kriterien Innovation,  
Nachhaltigkeit, Packaging/  
Design und NomNom.

Wieselburg,  
November 2023

zum Bio-Produkt des Jahres 2024

**NOMINIERT**

Ausgezeichnetes Produkt

**VITA1001-EK-10 – Bio  
Vitalkaffee (REISHI-Kaffee) in  
einer 100% kompostierbaren  
Holzfaser-Espresso-Kapsel  
(Nespresso kompatibel) in einer  
10er Box**

Kategorie

**Beverages –  
Getränke und  
Drinks**

Hersteller

**VITA – Bio Lebensmittelhandel e.U.  
Wien**



Marion Heim & Werner Roher  
Geschäftsführung  
Messe Wieselburg GmbH



Thomas Weber  
Vorsitzender der Jury  
Herausgeber BIORAMA



Barbara Riegler  
Bundesobfrau  
BIO AUSTRIA

Wieselburg, im November 2023

Prämierung von zertifizierten Bio-Produkten



**BIORAMA**



VITA – Bio Lebensmittelhandel e.U. Gerold Helmut Jernej | Lorystraße 7/14 | A-1110 Wien

Tel.: +43(0)681-10627581 | E-Mail: info@bio-vita.at | Internet: www.bio-vita.at





November 2023



**VITA1001-EK-10 - Bio Vitalkaffee (PREMIUM REISHI-Coffee)**

in a wooden capsule is **nominated (GOLD-Status)** for the **BIO Produkt des Jahres 2024 (organic product of 2024)** and is **shortlisted of 19 potential organic products of the year** in the category Beverages: **Beverages and Drinks**.

**VITA1001-EK-10 - Bio Vitalkaffee (PREMIUM REISHI-Coffee)**

Coffee is not regional, but we (almost) all need it. But coffee is clearly not just coffee. And the Bio Vitalkaffee enriched with Tyrolean reishi and almond vitality mushrooms still stands out among the extraordinary coffee offerings. First of all, the packaging is striking: PEFC-certified, biodegradable wood fibre capsules that are compatible with the widely used Nespresso capsule machines. A pragmatic, good solution that also impresses with its design and many lovely details. The most relevant aspect, however, is of course the contents: 100% highland Arabica coffee from West Honduras, reishi powder (*Ganoderma Lucidum*; medicinal mushroom) from Tyrol and almond mushroom powder (*Agaricus blazei* Murrill), also from Tyrol; all organic, of course. With this roast blend, entrepreneur Gerold Helmut Jernej, who has been specialising in Asian philosophy of life and Traditional Chinese Medicine (TCM) for a quarter of a century, wants to contribute to the well-being of his customers. He recommends it for coffee intolerance, for alkaline and intermittent fasting and generally to combat tiredness.

The packaging of the aromatic reishi mushroom coffee roast VITA1001-EK-10 - Bio Vitalkaffee from VITA - Bio Lebensmittelhandel e.U. is compatible with Nespresso machines, compostable and can also be used as an oven lighter.

**The VITA1001 - Bio Vitalkaffee is probably the most flavourful PREMIUM REISHI-Coffee!**



**LUX**life

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



**MERCER'S KITCHEN.COM**  
RESTAURANT GROUP

# Best Organic Mushroom-Coffee Brand 2024 -DACH & Best Organic Medicinal Mushroom Extract Wholesaler 2024 - DACH (DACH: Germany, Austria, Switzerland)

“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.



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



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  
Company: VITA – Bio Lebensmittelhandel e.U  
Web Address: <https://www.bio-vita.at/de/>



This is to certify that:



Have been named within the Food & Drink Awards 2024

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

CERTIFICATE

Awarded October 2024

J Henderson

Jane Henderson  
AI Global Media Ltd



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Food & Drink Awards 2024

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

LUXlife Magazin (London/UK)  
Food and Drink Awards 2003 für  
**VITA - Bio Lebensmittelhandel e.U.**  
in Kategorie: Best Medicinal Mushroom &  
Healthy Coffee Trading Company - D.A.CH.

LUXlife Magazin (London/UK)  
Food and Drink Awards 2004 für  
**VITA - Bio Lebensmittelhandel e.U.**  
in Kategorie: Best organic Mushroom-Coffee Brand - D.A.CH. &  
Best organic Medicinal Mushroom Extract Wholesaler 2024 - D.A.CH.



(certificate of recommendation)

VITA | BIO  
Lebensmittel-  
handel

12 Jahre  
VITA1001  
BIO  
VITAL  
KAFFEE  
seit 2014

VITA - Bio Lebensmittelhandel e.U



RECOMMENDED  
ON RESTAURANT GURU  
2024



restaurantguru.com

*Congrats to  
the Vita - Bio Lebensmittelhandel e.U. team*

*JP*  
Andrew Priest, Executive Director

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BIO  
2025  
- BIO-PRODUKT DES JAHRES - BIORAMA  
- BIO ÖSTERREICH Messe Wieselburg • BIORAMA

Die Auszeichnung  
»Bio-Produkt des Jahres«  
wird von »BIORAMA  
Magazin für nachhaltigen  
Lebensstil« und der  
Messe Wieselburg vergeben.  
Es werden ausschließlich  
österreichische Produkte und  
österreichische Unternehmen  
ausgezeichnet – beurteilt nach  
den Kriterien Innovation,  
Nachhaltigkeit, Packaging/  
Design und NomNom.

Wieselburg,  
November 2024

zum Bio-Produkt des Jahres 2025

**NOMINIERT**

Ausgezeichnetes Produkt

**VITA1001-DC-EK-10**  
**Bio Vitalkaffee**  
**Entkoffeiniert (Decaf)**  
**PREMIUM REISHI-Kaffee**  
**Holzfaser-Espresso-Kapsel**  
**10er ÖKO-Beutel**

Kategorie

**Beverages -  
Getränke und  
Drinks**

Hersteller

**VITA - Bio Lebensmittelhandel e.U.**  
**Wien**

Marion Heim  
Geschäftsführung  
Messe Wieselburg GmbH

Thomas Weber,  
Vorsitzender der Jury  
Herausgeber BIORAMA

Wieselburg, im November 2024

Prämierung von zertifizierten Bio-Produkten



**BIORAMA**





**VITA1001-DC-EK-10 - Bio Vitalkaffee DECAF (PREMIUM REISHI-Coffee)** in a wooden capsule is **nominated (GOLD-Status)** for the **BIO Produkt des Jahres 2025 (organic product of 2025)** and is **shortlisted of 21 potential organic products of the year** in the category Beverages: **Retail & Big Brands**.

#### **Vita - Premium Reishi Vitality Coffee decaffeinated (in the wood fibre capsule)**

There are many different coffee preferences. Whether or not they are realised with capsule systems is almost like a religious confession. Some would never buy coffee capsules in their lives, others swear by them. And some - an intermediate level - would never buy capsule coffee portions in disposable aluminium containers. Especially as you can always see that the recycling propagated in this respect is usually more of a possibility than an actual practice. For anyone who fancies capsule systems, swears by aromatic organic coffee of the highest quality, but prefers caffeine-free coffee enriched with the nutritional supplement reishi mushrooms, the premium reishi vitality coffee Decaf from Vita is just the thing. The 100% Arabica beans come from organic cultivation in Honduras, the decaffeination process is gentle, the rice mushrooms come from Tyrol (Tyroler Glückspilze), the wood fibre capsules are actually compostable without any effort or collection system and are compatible with standard capsule machines. All very harmonious. And the most important thing: for a decaffeinated coffee, the Reishi vitality coffee tastes really good: mild, harmonious, perhaps a little cereal coffee-like. If capsules, then like this!

Mild and digestible, but not agitating: the premium reishi vitality coffee Decaf from Vita.

**The VITA1001 - Bio Vitalkaffee is probably the most flavourful PREMIUM REISHI-Coffee in this universe!**



(certificate of recommendation)

VITA | BIO  
Lebensmittel-  
handel

12 Jahre  
VITA1001  
BIO  
VITAL  
KAFFEE  
seit 2014

VITA - Bio Lebensmittelhandel e.U.



**EMPFOHLEN**  
AUF RESTAURANT GURU  
2025



restaurantguru.com

*Congrats to  
the Vita - Bio Lebensmittelhandel e.U. team*

*JP*  
Andrew Priest, Exekutivdirektor

VITA - Bio Lebensmittelhandel e.U. Gerold Helmut Jernej | Lorystraße 7/14 | A-1110 Wien  
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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.

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

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