



# TEEKANNE NEWS

## About our assortment!

### TEEKANNE SHOWS AGAIN WHAT IT CAN DO WITH FRUIT INFUSIONS!

#### TEEKANNE sunny-sweet World of Fruits

Have you ever strolled through the sunlit slopes of a colourful fruit garden full of the sweetest, sun-ripened fruits? With our TEEKANNE sunny-sweet fruit infusions we want to bring this feeling to you and invite you to enjoy fruits taste explosion of a real fruit infusion (no tea included). Naturally caffeine-free and sugar-free. A real treat – hot or cold.

#### Sunny-sweet Blueberry

How sweet they are, these small *blueberries!* We've packaged this delicious taste in our *sunny-sweet Blueberry* and refined it with the flavour of *blackberries.*

#### Sunny-sweet Lemon

The radiant yellow of the *lemon* says it all: sun, sun, sun. And where there is sun, there is intense taste. We've turned this experience into our *sunny-sweet Lemon* and rounded it off with a touch of *honey flavour.*

#### Sunny-sweet Peach

It's amazing how much sun-shine fits into one peach. With our *sunny-sweet Peach* we've perfectly combined this flavour experience with the taste of *sweet passion fruit.*

#### Sunny-sweet Pomegranate

From the sunny garden into a fruity cup of tea: With our *sunny-sweet Pomegranate* you can experience the taste of *sun-sweet pomegranate,* which is rounded off with a *sweet peach* flavour.







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### TEEKANNE PUTS A BURST OF GINGER IN YOUR TEACUP!

#### Are you Ginger enough?

The full power of ginger in delicious tea creations: with a high ginger content of 51 percent, the new herbal and fruit infusion range from TEEKANNE is packed full of nutrients and bioactive substances for improved energy and well-being of body and soul. TEEKANNE ginger products are naturally caffeine-free and contain only natural ingredients.

#### TEEKANNE Ginger-Lemon

Spicy ginger meets the freshness of sun-ripened lemons: TEEKANNE Ginger-Lemon combines the best of two worlds in one refreshing tea creation.

#### TEEKANNE Ginger-Turmeric

When ginger meets turmeric, two highly bioactive popular ingredients come together in one soothing tea composition. The mild spiciness of turmeric underlines the slight pungency of ginger and makes every cup a uniquely enjoyable experience.

#### TEEKANNE Ginger-Mango

New to the TEEKANNE ginger range, this exotic tea concoction combines the sweet fruitiness of mango with the energising spiciness of ginger.







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### TEEKANNE'S PRODUCTS ARE TRUSTED!

#### TEEKANNE receives awards for excellent brand management

##### TEEKANNE: Awarded Management

TEEKANNE is the winner of the Axia Best Managed Companies Award 2020. The prize is awarded by an association of business experts to medium-sized companies with outstanding management. This renowned award for medium-sized companies in Germany, which has been presented since 2007, was given to TEEKANNE for its exemplary sustainability efforts and entrepreneurial foresight.



##### TEEKANNE: Top Brand

TEEKANNE is once again TOP Brand ('TOP-Marke') for tea in Germany. The trade journal 'Lebensmittelzeitung' [Food Newspaper] awards the prize annually, choosing from among 5000 product brands. In addition to the purely economic aspects of brand performance, the subjective perception of consumers is also taken into account. That is why the award involves one of the biggest random samplings in consumer research, representing almost 40 million private households. In 2020, TEEKANNE was again able to show a convincing performance in all aspects and won the product category tea as TOP brand 2020 for the eighth time.

##### TEEKANNE: Most Trusted Brand

TEEKANNE again receives Most Trusted Brand award. Trust and reliability are essential aspects of successful brand management. And this is the very factor which the Reader's Digest study 'Trusted Brands 2020' focuses on. The researchers wanted to find out from 4000 consumers in Germany, chosen as a representative selection of the population, what brands they trusted most in different product areas. This was asked in the form of an open question, without any brands being specified. TEEKANNE was voted the most trusted brand in the tea sector and was thus able to secure the title of 'Most Trusted Brand' for the seventh time in a row.







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## TEEKANNE BUILDING FOR THE FUTURE!

### Ground-breaking ceremony for TEEKANNE's futuristic Tea Processing Centre project

#### TEEKANNE's new building

TEEKANNE is expanding the most advanced tea factory in Europe with the addition of a sustainable raw material processing plant.

The company is investing a high double-digit million euro sum to create the most modern, sustainable and efficient tea processing and storage facility in Europe, over a floor area of over 10,000 square metres. The ground-breaking ceremony in October 2019 was attended by the company's management along with invited representatives from business and politics.

With the TEEKANNE Tea Processing Centre, the company's guiding principle 'ALL FROM ONE SOURCE – everything from one single source' becomes even more concrete. The new building is being built right next to TEEKANNE's headquarters in Düsseldorf and is directly connected to the production department of the most up-to-date tea factory in Europe. The new building will optimise processing procedures from the receipt of raw materials through to delivery, and secure the long-term product quality of the TEEKANNE brand. At present, roofers and façade builders are already working on the pre-conditioning of the incoming goods department. Work is also progressing rapidly on the new, ultra-modern high-bay warehouse. The foundation will be completely finished by Christmas, after which the steel structure for the warehouse will be erected in January.



Ground-breaking ceremony, October 2019



This is what the TEEKANNE Tea Processing Centre will look like one day.





# TEEKANNE NEWS

## About sustainability!

### TEEKANNE COMMITTED TO GREATER SUSTAINABILITY!

TEEKANNE sees sustainability as one of the most important social tasks for the future. Even apart from the actual core business of its own tea production, Germany's leading tea producer is consistently committed to more sustainability along the entire value creation chain.

#### TEEKANNE against plastic waste

Around eight million tonnes of plastic waste are discharged into our oceans every year, with 80 percent of this reaching the sea by way of rivers. Once there, the contaminants endanger the health of marine animals and birds and threaten the balance of our ecosystem. 20 to 30 tonnes of plastic waste are washed into the North Sea via the Rhine alone – Germany's second largest river. Since the beginning of the year, TEEKANNE has been supporting the Clean River Project, which has set itself the task of clearing the banks of the Rhine of rubbish and creating the basis for a more responsible approach to nature through education. Within the framework of a river sponsorship scheme, TEEKANNE has assumed the costs of cleaning a section of the Rhine in Düsseldorf and, for the first time this autumn, also lent a hand itself: equipped with gloves, tongs and bin bags, around 50 TEEKANNE employees, along with their partners and children, cleared a total of 3500 litres of rubbish from the Rhine meadows.



#### TEEKANNE builds nursery school in Assam district

This year the TEEKANNE Cherideo Purbat Play School opened its doors to 50 children. In 2018 TEEKANNE, together with its long-standing partner Ambootia, laid the foundation stone for the construction of this nursery school in Assam, India. Now, since the beginning of the year, the Play School offers up to 50 children between one and a half and four years of age a safe, educationally strong environment. This also relieves part of the burden for the mothers working on the plantations.