



TEA EXCELLENCE SINCE 1823

A PASSION FOR TEA





IT'S TEATIME!

WHY TEA DRINKERS ARE THE MOST WELCOME GUESTS



Tea drinkers are generally attested as being easygoing, mature and to have mastered the art of living. Only you can know whether this is true of your guests. But something that is certainly true is that tea drinkers are discerning and prepared to spend more when it comes to enjoyment. To ensure your tea business remains profitable in the long-term, you need excellent quality, fresh ideas and an international brand such as Ronnefeldt. Why not enjoy a cup of tea and at the same time read all about what we can do for you?

NOBODY KNOWS BETTER ABOUT SOPHISTICATED
GUESTS THAN
RONNEFELDT



Ronnefeldt has been supplying cafes, bars, restaurants and hotels since 1823. Founded by Johann Tobias Ronnefeldt in Frankfurt am Main, today we serve customers in more than 70 countries. Our wide experience and continual innovations enable us to reinterpret tea again and again. The results: new varieties, new blends, new worlds to discover and tempting presentation formats for your guests.

PREMIUM TEAS

FROM THE BEST TEA GARDENS IN THE WORLD



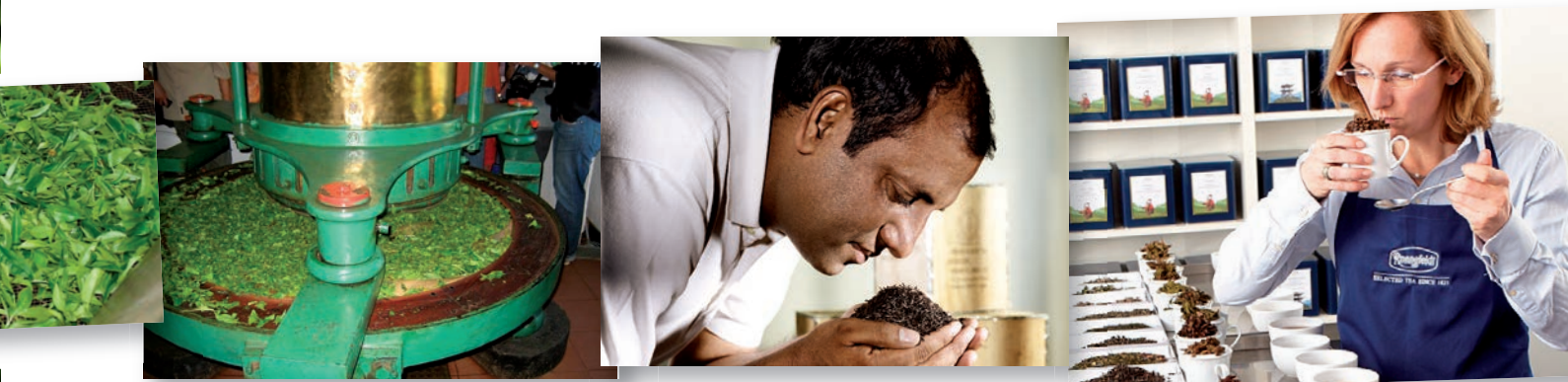
Ronnefeldt is searching all over the world to find first-class teas – from the famous tea gardens in Assam and Darjeeling* at the foot of the Himalayas to Yunnan in China, Japan and South Africa.

We dedicate our passion first and foremost to the quality of our products. This is why we only ever process tea the orthodox way. "Orthodox" means in this case slowly and carefully handcrafted: only the first two leaves and the bud are hand-plucked. Withering, rolling, fermenting and drying are also gently carried out mostly by hand. The result is worth the effort: high quality leaf teas with a multitude of fine aromas, fragrances and flavours you will love.



THE ART

OF SUCCESSFUL COMPOSITION



Like a sommelier or a pastry chef, the tea taster also needs a fine nose, trained taste buds and a wealth of experience. The experts at Ronnefeldt take care that every packet of tea, every cup of tea is of the same consistent high quality. First of all, the tea tasters examine every shipment thoroughly. Then they conjure up all kinds of different aromatic blends and new flavour combinations. They create the classic Ronnefeldt premium teas as well as new seasonal highlights. Their harmonious tea compositions – stylishly prepared, presented and served – delight your guests and make for revitalising, relaxing or energising moments.



MORNINGS, MIDDAYS, EVENINGS AND EVEN DURING THE NIGHT: ENJOYING TEA IS TIMELESS



Whether for breakfast, in the afternoon, in a restaurant as Iced Tea or on any other fitting occasion, the variety of opportunities for enjoying Ronnefeldt tea are simply never-ending.

From classic black or green teas, to exquisite white teas through to aromatic herbal and fruit blends. More and more varieties are also available as organic teas. Especially popular is the Ronnefeldt Iced tea selection *Simplicitea*® assortment. Our seasonally changing tea creations can also ensure your range is up to the minute.



ON BRANDS AND MARGINS



Restaurateurs, caterers and hoteliers need a reliable partner with a good reputation in the industry and among guests. Ronnefeldt has much to offer you: high brand awareness, 190 years of company history, tailor-made products and reliable customer service. Our high quality presentation formats underline your luxury image. Ronnefeldt supplies the most exclusive form of tea – leaf tea or loose tea in buffet tea tins, in the Tea-Caddy® ready portioned for a small tea pot or individually in LeafCup® aroma-protected single portions. Ideal for the perfect cup or mug of tea. With new packaging and presentation formats – especially for cafés, bars, restaurants and hotels – we appeal to your guests while supporting your staff. Seasonal campaigns invite your guests to order spontaneously and bring you additional revenue.

FAMILY TIES:

GUARANTEED QUALITY



Just as the Ronnefeldt brand is successful in harmoniously uniting experience and progress, this combination has also been successful when it comes to managing the company. Jan-Berend Holzapfel owns and manages the company in the fifth generation. He continues Ronnefeldt's tradition with the same core values, high standards and dynamics as his predecessors. Dedication you can build on for the future.

RESPONSIBILITY AND COMMITMENT:



CHILDAID NETWORK



Ronnefeldt actively supports deprived children in Assam (Northeast India)

In 2007, Dr. Martin Kasper, Master of Business and Engineering from Karlsruhe university, founded the Childaid Network Foundation together with his wife to give deprived and needy children a sustainably better life and improve their level of education. Child prostitution, slave labour in coal mines, a vagabond existence in cities with exploding populations are daily realities for many young people, most of whom are descended from the Adivasi (India's aboriginal tribes), who were imported to Assam as slaves during the colonial era. In only five years, the Foundation has successfully provided more than 15,000 children and young people with access to qualified vocational training in 300 schools and classes. Ronnefeldt's long-term commitment now means that 10 schools can be given continuing support in offering their pupils a better future. For more information visit www.childaid.de



ETHICAL TEA PARTNERSHIP

We are a proud member of the Ethical Tea Partnership (ETP), a non-profit membership organisation to improve the social standards of tea garden employees and environmental conditions in tea growing areas. The standards of the Ethical Tea Partnership are harmonized with the standards of Fair Trade, Rainforest Alliance and UTZ.



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