



KräuterMix
since 1919

Company presentation

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About Kräuter Mix



Wiesenheid



Abtswind

The company **Kräuter Mix GmbH**

Founded in 1919 by Christoph Mix,
the (great-)grandfather of the
current company owners.

Our locations:

Abtswind
Wiesenheid



Our Company management

Managing Partners
Christoph & Bernhard Mix

Managing Director
Marco Grasmeder

"We are an
**owner-managed
family business**
in the third and
fourth generation."



Company founder Christoph Mix



Bernhard & Christoph Mix (1968)

Roots that we build on.

- 1919: Foundation of the company in Abtswind, collection and production of medicinal herbs
- 1973: Internationalisation of business relations and sustainable growth of the company
- 1992: Entry into testing and certification systems
- 2016: Annual sales of above one hundred million euros for the first time
- 2019: 100 years of Kräuter Mix



Our range of Services

Production & trade

from high-quality
air-dried vegetable
raw materials

Industries

A pile of dried green leaves and stems, likely a herb used in phytopharmaceuticals.

Phytopharmaceuticals

A mixture of dried plant material, including colorful petals (yellow, blue, red) and stems, used in food and tea.

Food & Tea

A pile of dried, brown, chunky plant material, likely a root or bark used in spirits.

Spirits

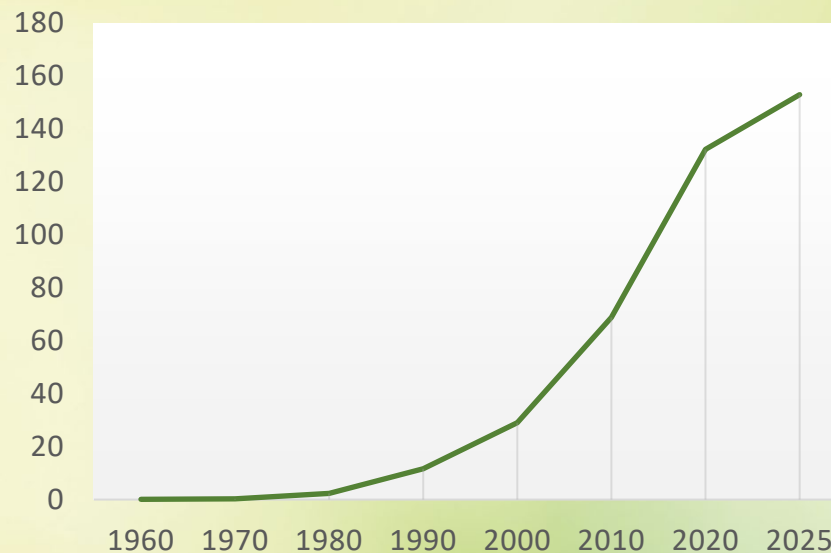
A pile of dried, orange, flake-like plant material, likely a fruit or root used in pet food.

Pet food

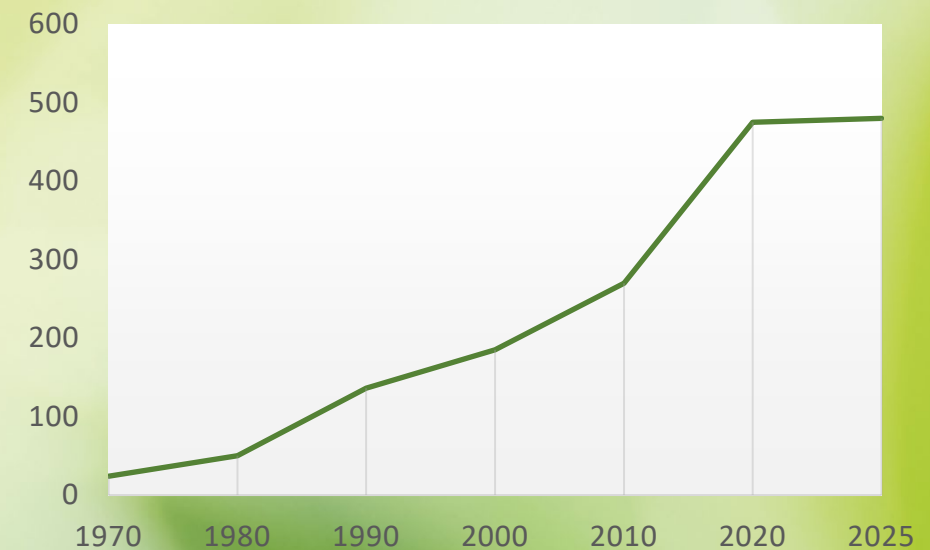
Kräuter Mix in numbers

- Revenues 2025: 153 million euros
- Export share 2025: 50 percent
- 480 employees

Sales development



Employee development





Product range

- 650 Raw material groups, 150 thereof in certified organic quality
- Dried vegetables, dried mushrooms, culinary herbs, spices, spice blends, superfoods
- Herbal raw materials, phytopharmaceutical active ingredients, medicinal herbs, medicinal teas
- Herbal and fruit teas



Types of **Services**

- Germ reduction
- Stock protection CO₂ and PH₃ treatment
- Raw material refinement
- Warm and cryogenic grinding
- GMP-certified treatments
- Logistics and storage

Our Values



For us, this means ...

- We stand for quality and safety.
- We create a respectful and successful work environment.
- We take the environment and biodiversity seriously.
- We are committed to a world worth living in.
- We cultivate customer relationships based on trust.
- We take responsibility for our supply chain.
- We respect law and order.

(Principles of the Kräuter Mix Code of Conduct)



Our Expertise

Procurement

Production

Quality management

Logistics

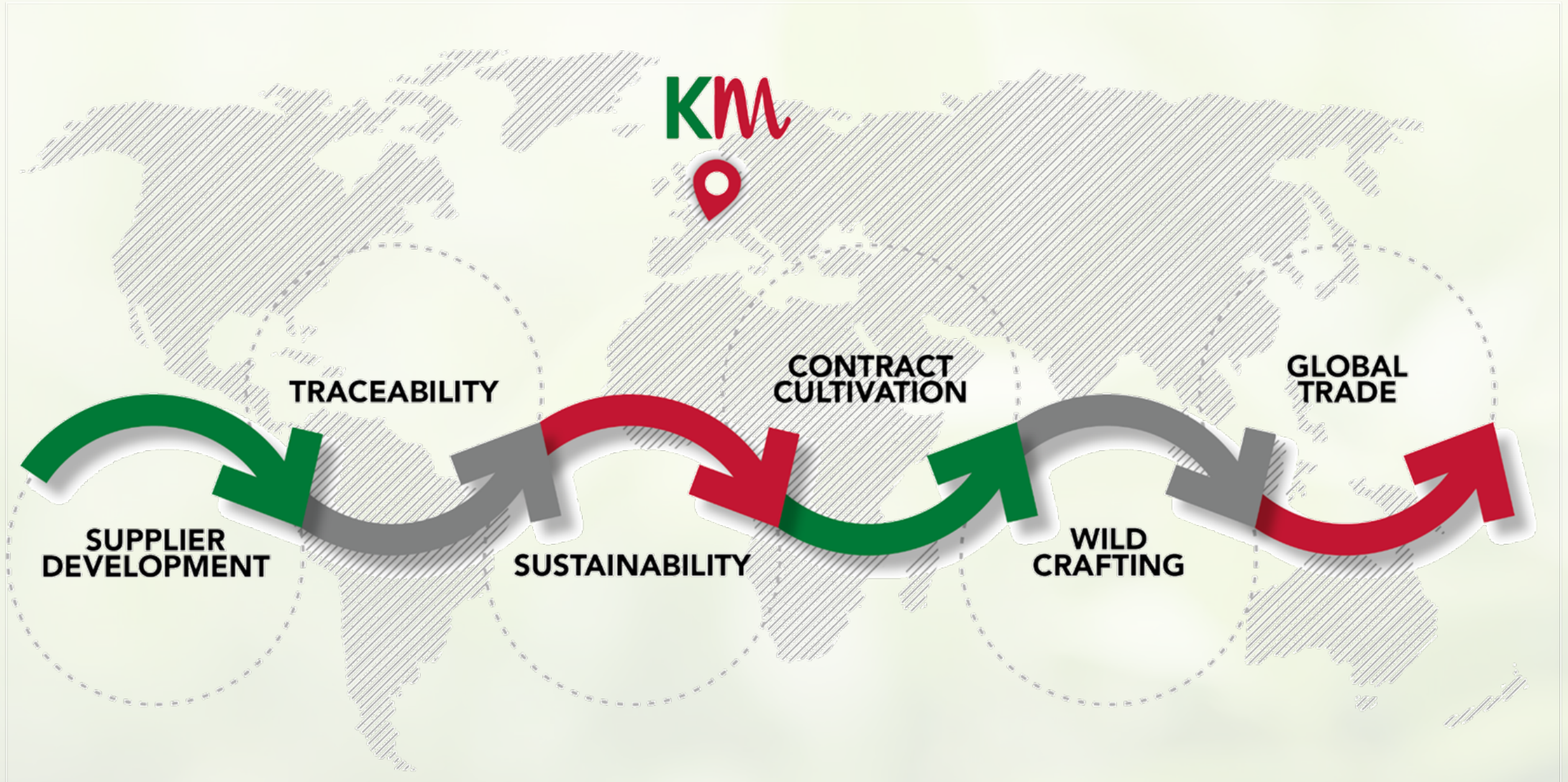
Procurement

Production

Quality management

Logistics

Procurement





Procurement

- Raw materials from the best growing and collecting areas in 70 countries around the world
- Regular visits and audits of suppliers on site
- National and international contract farming
- Long-term, in some cases decades-long, supplier relationships
- Systematic qualification and continuous development of suppliers
- Support of procurement by the department sustainability management

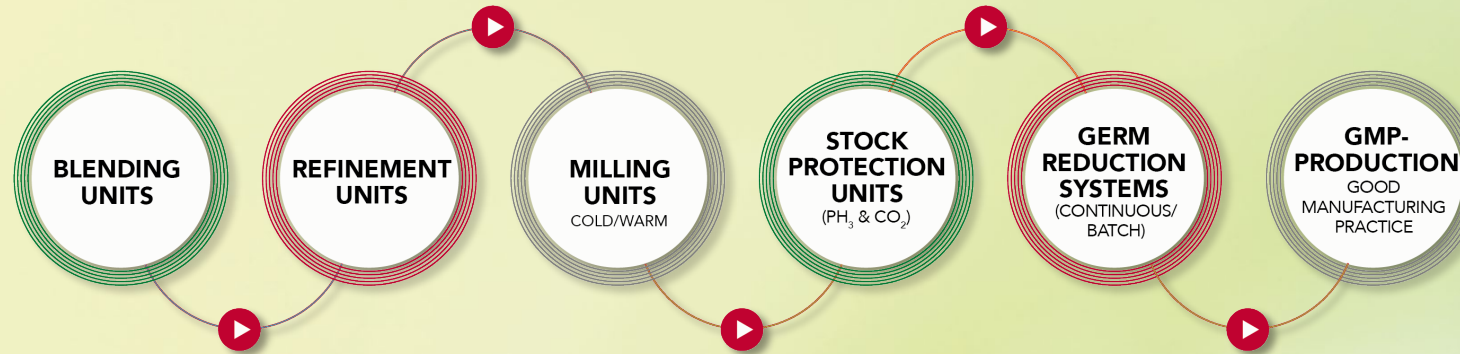
Procurement

Production

Quality management

Logistics

Production



- **Over 100 years of experience and safety**
- **Gentle raw material processing on modern, high-performance systems in three-shift operation:**

Drying, cleaning, cutting, grinding (cold & warm), mixing, pelletizing, hand picking, germ reduction, GMP production, protection treatment of stocks
- **Highly skilled, continuously further developed core staff**

Procurement

Production

Quality management

Logistics



Quality management

- Seamless controls for maximum product safety
- Analysis of goods in modern in-house and certified external laboratories
- Experienced food chemists, pharmacists, pharmaceutical-technical assistants, chemical laboratory assistants, sensory experts and other trained specialists
- Scientific cooperation with external institutes and professional associations

Certifications

- FSSC 22000
- Manufacturing authorization for herbal medicinal products, GMP
- GMP+
- Organic, NOP, kosher, halal, Rainforest Alliance, Natrue for selected products
- EMAS
- SMETA 4 Pillars Audit
- AEOF



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NATRUE
Approved



EMAS
GEPRÜFTES
UMWELTMANAGEMENT
DE-180-00058



Sedex®

Member

Procurement

Production

Quality management

Logistics

Logistics

- Harvest-spanning, infestation-protected storage
- Stock protection CO₂ and PH₃ treatment for the control of pest infestations
- Freight forwarding services
- Storage space: 60,000 m²
- Storage volume: 390,000 m³



Our Sustainability

A close-up photograph of a bee on a yellow flower, with other flowers and green foliage in the background. The bee is positioned on the center of a bright yellow flower, facing left. The background is a soft-focus green, suggesting a natural, outdoor setting. The overall tone is bright and positive, aligning with the theme of sustainability.



Sustainability management

- Ensuring **sustainable procurement structures** and quality standards
- Comprehensive **risk management** for supply chain risks in the area of sustainability
- **Reviewing suppliers** through self-assessments and on-site audits and remote
- **Management of sustainability certifications**, e.g., Rainforest Alliance

Ecological **sustainability**

- Award for exemplary environmental management by EMAS certification (incl. ISO 14001)
- Power generation with own photovoltaic systems
- Electricity exclusively from renewable energy sources
- Accounting of greenhouse gas emissions based on the Greenhouse Gas Protocol, Scope 1-3
- Management of climate risks at the site
- E-bikes as service bicycles for employees
- Apprentices acting as energy or digital scouts





Social commitment

- Largest and first supporting member of the association **"Mix for Kids"** with projects in India, Albania, South Africa and Germany
- **Promotion of sports and youth work** at TSV Abtswind
- **Monetary and product donations for social institutions**



Our Success Factors



Owner family as a success factor

- **Third and fourth generation owners:**

grandson and great-grandson of the company founder are active in management and in day-to-day operations

- **Investment of profits** in the equity ratio, expansion of capacity and safeguarding of the two company locations as well as further development of the family-owned company



Employees as a success factor

- **Competent, entrepreneurial employees** as growth drivers for successful corporate development
- **Extensive training and personnel development programs**
- **Qualified internal onboarding**
- **Approved apprenticeship company** for commercial, industrial and technical occupations:
Approximately 30 apprentices spread over three years



Kräuter und Sport
... ein gesunder **Mix**



Community as a success factor

- **Strengthening cooperation** in a variety of ways
- **Promoting health-conscious behavior**
- **Communal celebrations:** regular company parties, birthday and anniversary celebrations
- **Employees' recreational sporting activities:** running competitions, cycling and hiking tours, ski trips, relaxation and mobility courses, support of the campaign "Cycle to work!" (Slogan: "Herbs and Sport ... a healthy Mix")



Customers as a success factor

- **2,000 industrial and commercial customers** from 75 countries worldwide
- **Industries:**
food, tea, pharmaceuticals, extracts, spirits, pet food
- **References:**
Unilever, Nestlé, Frutarom, Mondelez, Kotanyi, Van Hees, Twinings, Kneipp

Customer feedback

"Kräuter Mix tops the list of our favorite suppliers."

"Unbelievably fast and punctual without fail;
100 % predictable and reliable."

"A pleasure to work with you. Quality, service and
communication always hit the mark for us."

KräuterMix

since 1919

Thank you very much
for your attention!

www.kraeuter-mix.de/en