Passion for Plants
Company

• Kräuter Mix GmbH with locations in Abtswind and Wiesentheid

• Medium-sized production and trading company for high-quality herbal, air-dried raw materials in the **food, phytopharmaceutical, tea and pet food** industries

• Family business, owner-managed in the third and fourth generation

• Founded in 1919
Company

- Revenues 2019: 117 million euros
- Export share 2019: 48 percent
- 450 employees
- Company management:

  Christoph Mix  Bernhard Mix  Silke Wurlitzer
  Managing Partners  Managing Director
Sales development
Employee development

TRANSLATED INTO FTEs

Company
History

• 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
Values

- Consistent customer focus
- High quality and safety of products and services
- Entrepreneurial employees and continuous learning
- Social and environmental responsibility

(Excerpt from the corporate mission statement)
Products

• 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
Superfoods

• Natural food products high in content of vitamins, minerals, trace elements or antioxidants

• Attribution of a positive effect on health

• New marketing of traditional products

• Mainly from controlled organic cultivation

• Procurement from regional sources, as far as possible

• Assortment of individual ingredients (e.g. grasses, berries, seeds) and self-developed powder mixtures for various applications

• Available as germ reduced product if required
Botanicals for the spirits industry

• Full range of high-quality, natural ingredients for the production of trendy gin drinks and other spirits, also available in organic quality (herbs, fruits, roots, blossoms)

• Leading supplier of juniper berries in Europe with the most advanced processing line (Juniper Center): gentle product drying, heavy fraction separation, multiple screening, colour selection

• Various processing forms and raw material sources
Clean label spice blends

• “Clean label”: Spice specialities without any flavour enhancers, preservatives and artificial colourants

• Increasing consumer awareness of healthy and natural food

• Seasonings, spice & herb blends, spice & herb salts for meat, fish, pasta, rice, vegetables, soups, salads, sauces and much more
Herbal, fruit and medicinal teas

- Full range of individual ingredients for fruit and herbal teas processed in different ways
- Compositions of fruit and herbal teas (flavoured, without aroma, also in organic quality), iced teas, Ayurveda teas, medicinal teas
- Development of own new blends and according to customer requirements
Ingredients for pet food

- Herbal raw materials for a balanced nutrition of pets and farm animals and for animal health (especially horses, dogs, cats, birds, rodents)

- Development of customer blends, tailored to the needs of pets and farm animals

- GMP+ B1 certification to ensure a high level of pet food safety

- Registered producer and supplier of food for the pet food industry and retail
Trademark LebensMix

- **Herbal & Fruit Teas, Healthy & Vital, Spice Specialties** in consumer packagings and large packs of up to 2 kilograms in the usual Kräuter Mix quality

- Sale exclusively to retailers, especially to organic food shops, pharmacies, drugstores and specialist dealers, within a regional core distribution area (“From Franconia – for Franconia”)

- Information on product range: www.lebensmix.de
Services

• Germ reduction
• Stock protection $\text{CO}_2$ and $\text{PH}_3$ treatment
• Product refinement
• Warm and cryogenic grinding
• GMP-certified treatments
• Private label
• Logistics services and storage capacities
Germ reduction

• Natural process with saturated steam for the gentle treatment of herbal raw materials

• Compliance with strict microbiological customer specifications and international legal regulations and standards

• Four state-of-the-art facilities for different batch sizes and specifications
Expertise

• Procurement
• Production
• Quality management
• Logistics
Procurement

- Raw materials from the best growing and collecting areas in 70 countries around the world
- National and international contract farming
- Long-term, in some cases decades-long, supplier relationships
- System of supplier qualification, e.g. according to GACP specifications
- Traceability of the goods back to the countries of origin
- Experienced product managers in purchasing, supported by an in-house team of experts for sustainable sourcing
Nibelungenhof Kräuter (Gernsheim / Germany)

• One of our flagship suppliers

• Culinary herbs from exclusive sustainable contract cultivation

• Cultivating, drying and processing by one provider

• Short transport routes and processing times due to near-site cultivation

• CO₂-neutral wood pellet drying

• Lowest possible use of pesticides thanks to GPS-controlled machines
GACP Management

- **Good Agricultural and Collection Practice**
- Every manufacturer of medicinal products from medicinal plants is legally obliged to use only basic materials produced according to GACP
- Qualifying of suppliers and their batches to ensure product safety
- In-house system for the qualification, evaluation and development of suppliers of medicinal herbs and of their supplies
- Qualification tools: supplier self-assessments, audits, visit reports, documentation and evaluation of batches
Team Sustainable Sourcing

- Ensuring sustainable procurement structures and quality standards
- Qualification and continuous further development of suppliers
- Monitoring of suppliers through self-assessment and on-site audits
- Implementation of international sustainability projects, e.g. for the protection of species and the cultivation of plants
Production

- More than 100 years of experience and safety
- Gentle raw material refinement on 32 modern, high-performance facilities in three-shift operation
- Highly skilled, continuously further developed core staff
- Processes: Drying, cleaning, cutting, grinding, blending, hand picking, storage protection, germ reduction, GMP production
GMP Production

- **Good Manufacturing Practice**
- Highest hygiene and safety requirements according to GMP guidelines for the production of raw materials, active substances and medicinal products
- Processing of phytopharmaceutical raw materials on selected production lines
Quality Management

- Seamlessly controlled and documented processes to ensure maximum safety and product and service reliability

- 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+ B1

• Organic, NOP, kosher, halal and UTZ for selected products

• EMAS (Eco-Management and Audit Scheme)

• SMETA 4 Pillars Audit (Sedex Members Ethical Trade Audit)

• AEO (Authorized Economic Operator)
EMAS

• Eco-Management and Audit Scheme of the European Union

• Since 2015 certification for the world's most demanding system for sustainable environmental management

• Environmental protection that goes far beyond the legal requirements

• Systematic improvement of environmental performance

• Transparency through public environmental statement and strict controls by independent experts
Logistics

- Harvest-spanning, infestation-protected storage at the two sites in Abtswind and Wiesentheid
- Stock protection CO₂ and PH₃ treatment for the control of pest infestations
- Freight forwarding services
- Storage space: 64,000 m²
- Storage volume: 415,000 m³
Success factor Community

- Competent, entrepreneurial employees as growth drivers for successful corporate development
- Above-average period of employment (11 years)
- 50 percent increase in personnel over the last five years, 80 new recruitments in 2019
- Qualified onboarding, extensive further training and personnel development programmes
- Approved apprenticeship company for commercial and industrial-technical occupations: 15 to 20 apprenticeship training positions spread over three years
Success factor Community

• Strengthening the sense of togetherness in a variety of ways and promoting health-conscious behaviour

• Employees' recreational sporting activities: running competitions, cycling and hiking tours, ski trips, dragon boat races, relaxation and mobility courses, support of the campaign "Cycle to work!" (motto: "Herbs and sport ... a healthy Mix")

• Frequent company parties, birthday and anniversary celebrations
Success factor Owner Family

- The third and fourth generation of the family – the 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.

Bernhard Mix  Christoph Mix
Success factor Customers

- 2,000 industrial and commercial customers from 70 countries worldwide
- Industries: food, tea, pharmaceuticals, extracts, spirits, pet food
- Retail trade: organic food shops, pharmacies, specialist dealers
- References: Unilever, Nestlé, Frutarom, Mondelez, Kotanyi, Van Hees, Twinings, Kneipp
- Customer satisfaction analysis 2016: 96 % overall satisfaction (2013: 91 %), 98 % recommendation rate (2013: 89 %)
- Customer feedback:
  "Very friendly, competent staff and fast order processing"
  "The all-around carefree package"
  "A cooperation based on partnership"
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
- E-bikes as service bicycles for employees
- Apprentices acting as energy scouts
Ecological sustainability

• Long-term cooperation with the botanical garden of the University of Würzburg

• Project for the sustainable cultivation of arnica in Spain in cooperation with Kneipp
Social commitment

• Largest and first supporting member of the association "Mix for Kids" with projects in India, Albania and Germany

• Support for the Würzburg Clown Doctors

• Promotion of sports and youth work at TSV Abtswind in the fields of football, netball, gymnastics and dance

• Monetary and product donations for social institutions
News from Abtswind

• 2018–2020: Commissioning of new and optimization of existing production facilities

• 2019: 100th company anniversary (new logo and corporate design)

• 2019: Honored as top-20 supplier at Nestlé Supplier Award

• 2019: Honored as Bavarian family business of the year (category: sustainability)

• 2020: Introduction of driverless transport systems in warehouse logistics
Thank you very much for your attention!

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