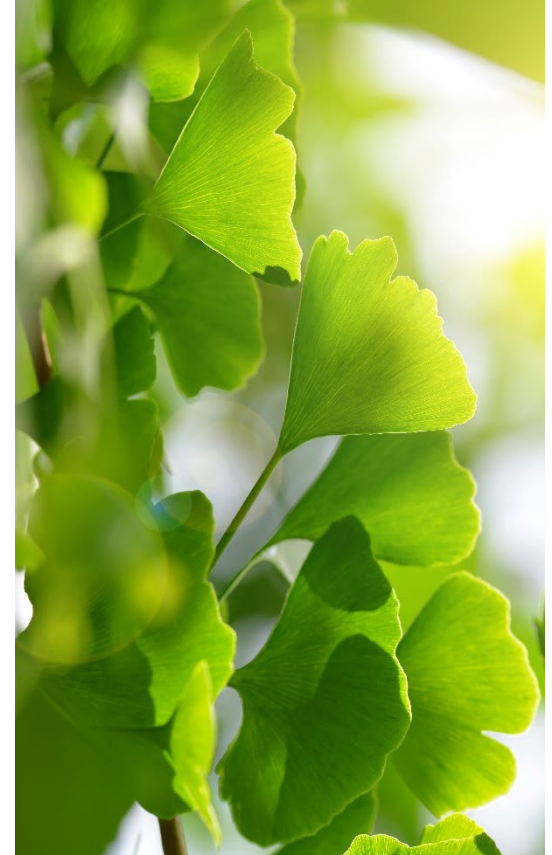


# Passion for Plants

**KräuterMix**  
since 1919







Company



History & Values



Products



Expertise



Success Factors



Sustainability

# 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



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# Company

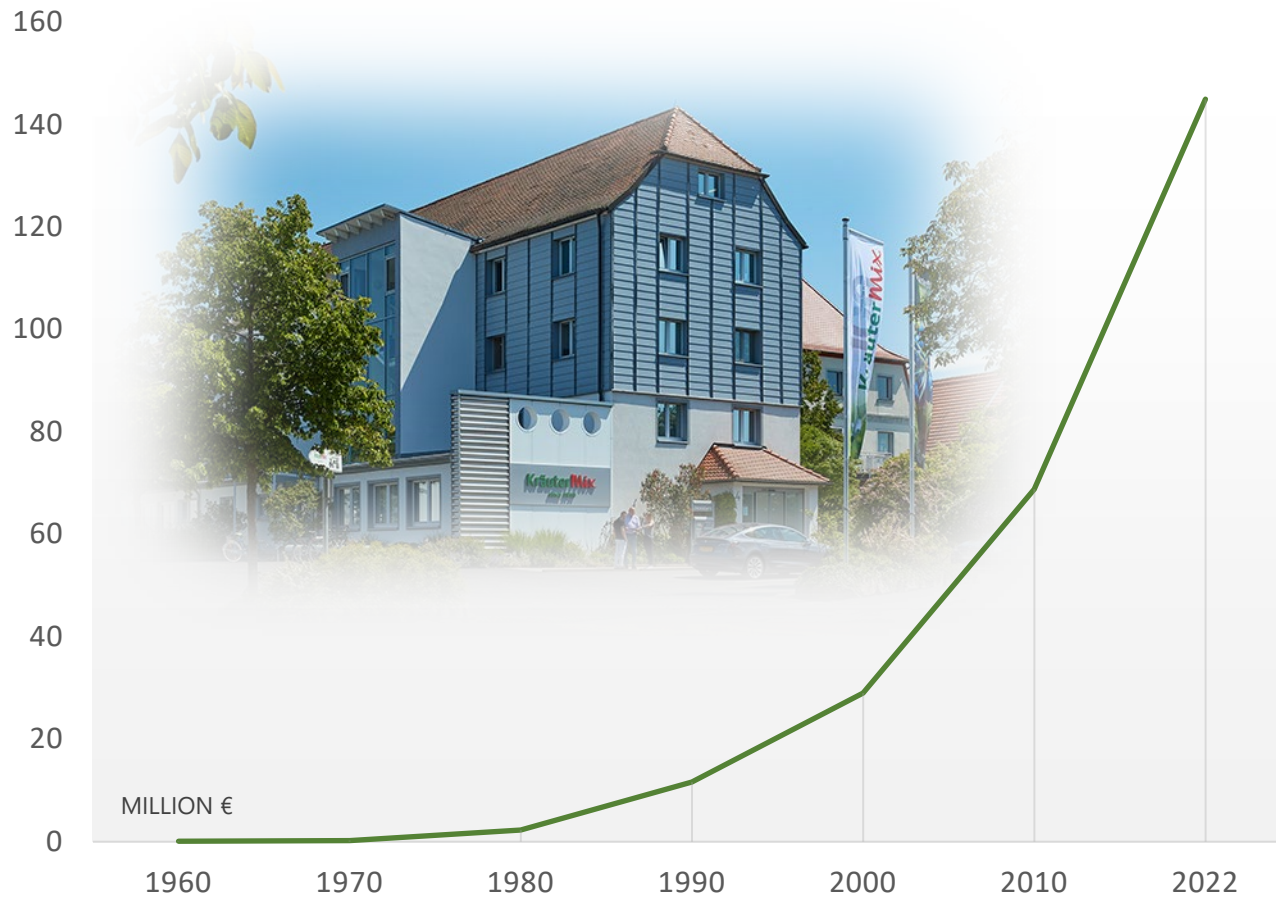
- Revenues 2022: 145 million euros
- Export share 2022: 50 percent
- 500 employees
- Company management:



Christoph Mix   Bernhard Mix   Silke Wurlitzer  
Managing Partners   Managing Director

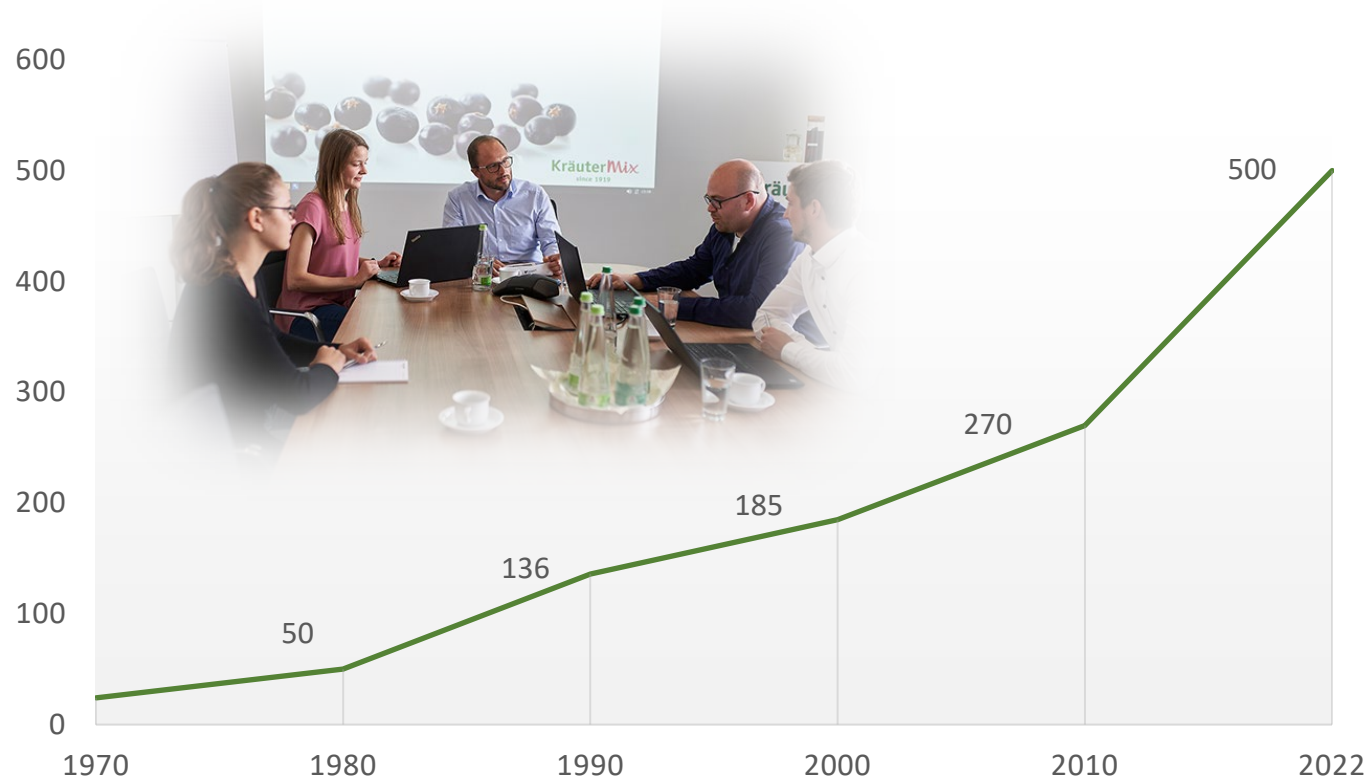
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# Sales development



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# Employee development



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# 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



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# 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)



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# 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

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# Botanicals for the spirits industry

- GinMix: 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



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# 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



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# 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



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# 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



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# Services

- Germ reduction
- Stock protection CO<sub>2</sub> and PH<sub>3</sub> treatment
- Raw material refinement
- Warm and cryogenic grinding
- GMP-certified treatments
- Logistics and storage



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# 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
- Five state-of-the-art facilities for different batch sizes and specifications



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# Expertise



- Procurement
- Production
- Quality management
- Logistics

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# 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 sustainability management



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# 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
- CO<sub>2</sub>-neutral wood pellet drying
- Lowest possible use of pesticides thanks to GPS-controlled machines



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# 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

# Sustainability Management



- 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 34 modern, high-performance facilities in three-shift operation
- Highly skilled, continuously further developed core staff
- Processes: Drying, cleaning, optical sorting, cutting, grinding, mixing, pelletizing, hand picking, germ reduction, GMP production, protective treatment of stocks

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# 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



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# 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



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# Certifications

- FSSC 22000
- Manufacturing authorization for herbal medicinal products, GMP
- GMP+ B1
- Organic, NOP, kosher, halal, UTZ, Rainforest Alliance, Natrue for selected products
- EMAS
- SMETA 4 Pillars Audit
- AEO



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# EMAS

- **E**co-**M**anagement and **A**udit **S**cheme 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



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# Logistics



- Harvest-spanning, infestation-protected storage at the two sites in Abtswind and Wiesentheid
- Stock protection CO<sub>2</sub> and PH<sub>3</sub> treatment for the control of pest infestations
- Freight forwarding services
- Storage space: 64,000 m<sup>2</sup>
- Storage volume: 415,000 m<sup>3</sup>

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# Success factor Community

- Competent, entrepreneurial employees as growth drivers for successful corporate development
- 35 percent increase in personnel over the last five years
- Qualified onboarding, extensive further training and personnel development programmes
- Approved apprenticeship company for commercial, industrial and technical occupations: 24 apprentices spread over three years



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# 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")

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

- Frequent company parties, birthday and anniversary celebrations



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# 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

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# Success factor Customers

- 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 satisfaction analysis 2022: 79% overall satisfaction, 85% recommendation rate
- 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.”

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# 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
- Long-term cooperation with the botanical garden of the University of Würzburg
- Project for the sustainable cultivation of arnica in cooperation with Kneipp



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# 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



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since 1919



Thank you very much  
for your attention!

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