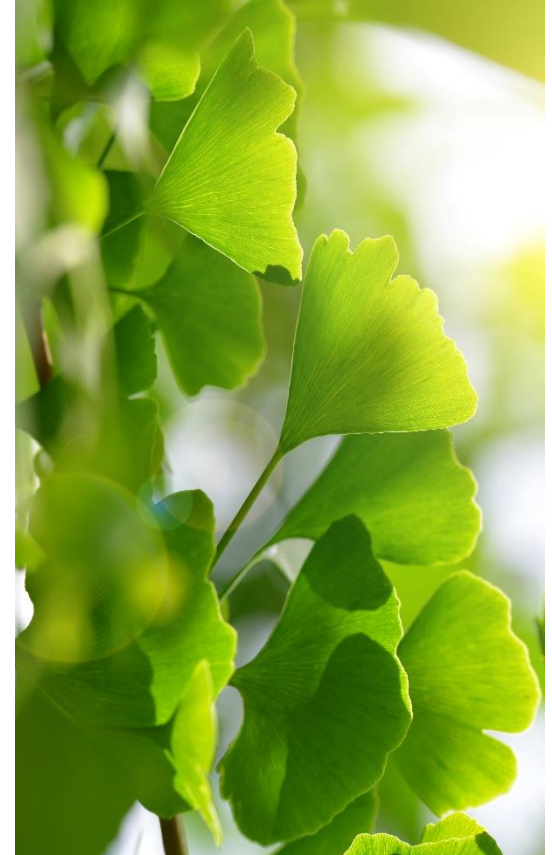


Passion for Plants

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



Company

- Revenues 2020: 132 million euros
- Export share 2020: 47 percent
- 475 employees
- Company management:



Christoph Mix Bernhard Mix Silke Wurlitzer
Managing Partners Managing Director

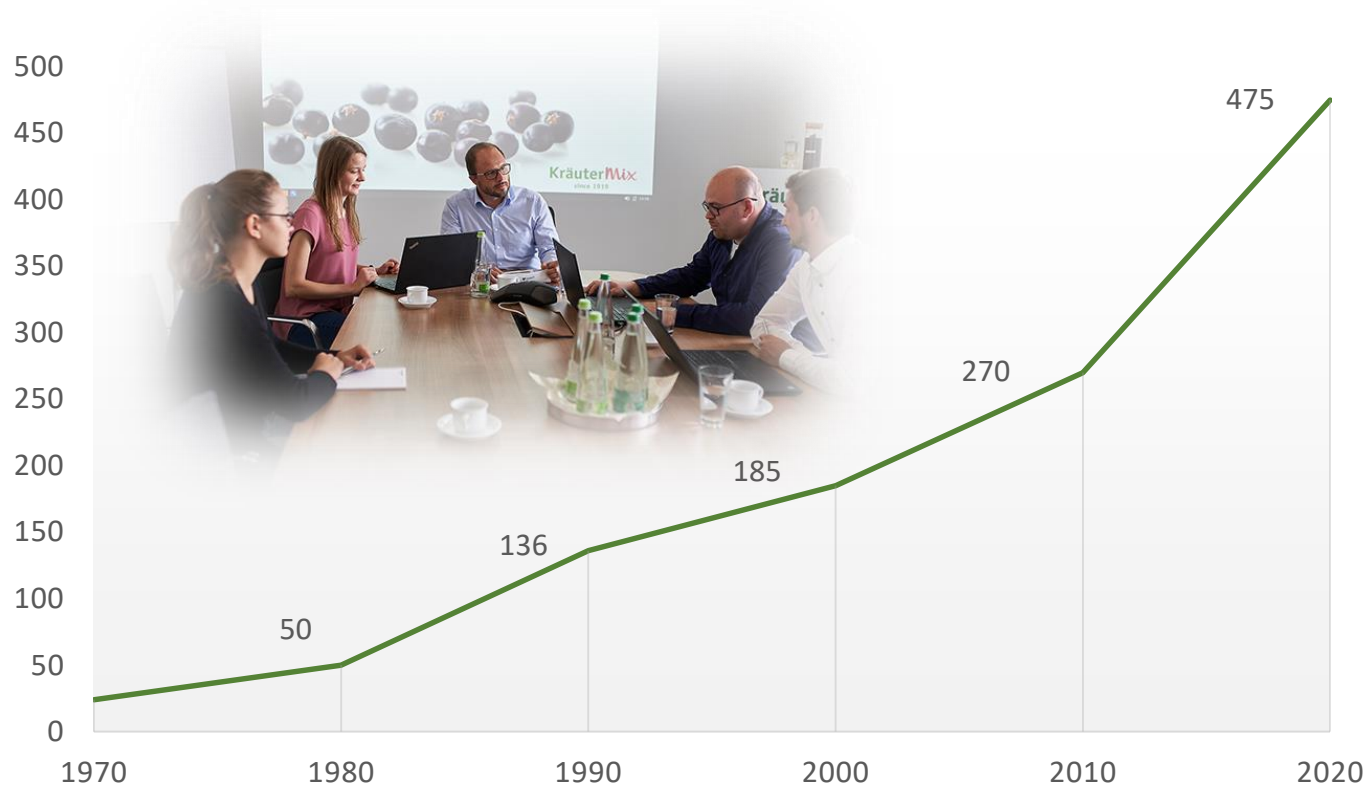
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Sales development



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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



Services

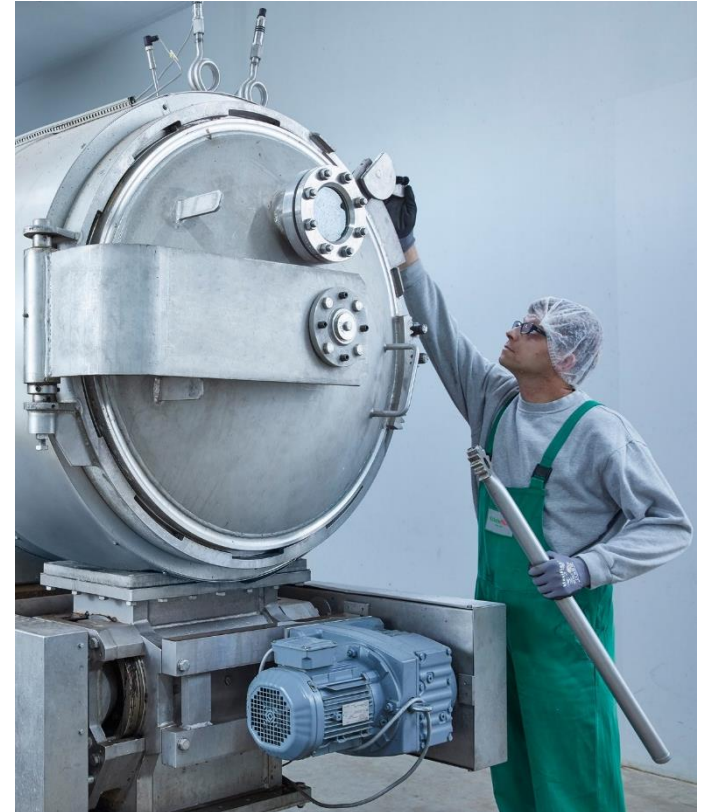
- Germ reduction
- Stock protection CO₂ and PH₃ treatment
- Raw material refinement
- Warm and cryogenic grinding
- GMP-certified treatments
- Logistics and storage



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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
- Four 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
- 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



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

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Production



- More than 100 years of experience and safety
- Gentle raw material refinement on 33 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 for selected products
- EMAS (**E**co-**M**anagement and **A**udit Scheme)
- SMETA 4 Pillars Audit (**S**edex **M**embers **E**thical **T**rade **A**udit)
- AEO (**A**uthorized **E**conomic **O**perator)



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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



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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

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Success factor Community

- Competent, entrepreneurial employees as growth drivers for successful corporate development
- 50 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: at least 20 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 2020: 80 % overall satisfaction, 85 % recommendation rate
- Customer feedback:
 - “Consistent quality, very short lead times and great, friendly communications.”
 - “The total package: Quality, service, trust and reliability are all there.”
 - “It’s not often you find a business partner like Kräuter Mix.”

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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
- 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



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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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News from Abtswind

- 2020: The company achieved record sales of 132 million euros – the highest in its 102-year history (13 percent growth year on year)
- 2020: Selected products certified in line with UTZ and Rainforest Alliance sustainability standards
- 2020/2021: Commissioning, optimization and digitalization of production facilities and stock protection systems
- 2021: Automated guided vehicle system introduced for warehouse logistics in warehouse logistics



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Thank you very much
for your attention!

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