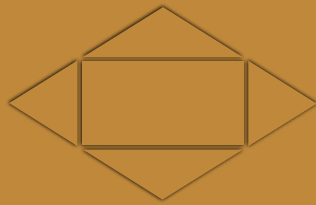


THE WORLD OF TEA UNDER ONE ROOF



Häilssen & Lyon
est. 1879





THE WORLD OF TEA UNDER ONE ROOF



Our company has been family-owned for four generations, and combines tradition and innovation in a unique way. We trade, refine, blend, flavour and package the finest teas and tea specialities from all of the world's renowned tea regions, as well as top-quality herbs, fruits and spices. Extracts, powder mixes and freshly-brewed iced teas are also part of our repertoire.



WE LIVE TEA – SINCE 1879

It all began in January 1879, when Alfred Moritz Lyon and Gustav Vincent Hälszen jointly established their tea trading company and shortly afterwards became the first tenants to move into the new, visionary Speicherstadt, today a UNESCO World Heritage Site. The venerable brick building still serves as the headquarters of Hälszen & Lyon where, then as now, the world of tea literally comes together under one roof.

EXPERTISE IN ACTION

At Hälszen & Lyon everything revolves around the procurement, refinement, and further processing of that multifaceted product, tea. Extensive experience in all areas is required to achieve the perfect result. Starting with our experienced tea tasters and expert fruit and herb buyers who test and evaluate a continuous stream of samples from all over the world for quality and procure the raw materials from their origin.

B2B IN HAMBURG AND THE WORLD

Our aspiration is to offer our customers bespoke, best service and the entire range of services from a single source – from raw ingredients to packaged tea product. Our customers around the world include tea brands, private-label customers, specialist retailers, the beverage industry, and the food service industry. With the expertise of our tea specialists and specialist departments, we cater for their various needs and jointly shape trends and markets.

For us, uniting the world of tea under one roof means, first and foremost, offering our customers a one-stop-shop, from customer-specific recipes to ready-packed goods.





We work hand in hand with our partners in the origin countries. For example, we can influence quality through collaborative cultivation projects with producers, from seedling to harvest, or support them in switching to organic, sustainable cultivation.

SOURCING RAW MATERIALS

We source our ingredients from more than 130 countries around the world: high-quality teas, tea specialities, herbs, fruits, and spices.

Our procurement is based on many long-standing and trustful partnerships, including with the world's best tea gardens, which give us secure access to the premium qualities.

We not only know where to find the best qualities, we also know the wishes and requirements of our various customer groups for which the goods are intended. One component of our purchasing policy is contract farming, where selected suppliers produce exclusively for us and supply us with high-quality teas.

WE HAVE THE VARIETY

The inexhaustible selection of teas that the international tea market has to offer is reflected in our range of products.

Black teas, green teas, white teas, yellow teas, oolongs, Pu-Erh teas, rooibos, decaffeinated teas, organic grades and numerous other certified products, handmade and pressed tea specialities, and last but not least a tremendous variety of flavoured teas.

We also offer a large selection of high-quality fruits, herbs and spices for the creation of individual tea blends, which we also custom-produce for our customers.

A TRADITION OF RESPONSIBILITY

Hälssen & Lyon has a long tradition of responsibility – towards our employees, to our partners, and to society.

This responsibility is both a prerequisite and a result of our values-driven approach to business management. Our business conduct is guided by the principles of the United Nations Global Compact.

Beyond this, we have developed our own principles and guidelines that commit us to a special degree of respect and protection of human and employee rights, as well as to safeguarding the environment and combating corruption.

We source our raw materials from more than 130 countries worldwide: teas, tea specialities, herbs, fruits and spices.





The creative minds in the successive generations of Hälsen & Lyon have always kept their pioneering spirit. Because of this, over the decades we have helped to develop sales markets, for example by advancing the flavouring of teas, developing decaffeinated teas and instant teas, promoting the use of the pyramid bag for high-quality leaf teas, and creating modern convenience concepts.

SETTING TEA TRENDS, TOGETHER

Like few other beverages, tea combines millennia-old tradition with our modern present-day and future world. The joy of innovation and new developments has shaped the company through the years.

We translate the experience we have gained in international consumer markets into developing innovative new tea products for our customers. We accompany you from concept, through development, to market launch.

THE JOY AND POWER OF INNOVATION

Our "creative pool" is broadly based. It includes our specialised product developers as well as all the experts from our individual departments, from Purchasing to Production. Only those who, like them, know the special properties of teas, herbs and fruits, understand the requirements of certified products, and have extensive know-how in flavouring processes and much more, can develop innovative and yet market-driven products.

OUR PRODUCT DEVELOPMENT

- ◆ Sound knowledge of the special properties of teas, herbs and fruits and the requirements of certified products (Fairtrade, Rainforest, kosher etc.)
- ◆ Decades of expertise in tea refinement and flavouring with perfected technical processes
- ◆ Development of ready-to-drink products, instant mixes, tea syrups and much more
- ◆ Insights into international consumer markets and trend developments
- ◆ Consultancy and customer-specific recipe development and optimisation
- ◆ Creation of new recipes and flavour compositions using the latest flavouring techniques
- ◆ Innovative development of new tea products, tea concepts, and technological processes
- ◆ Consultancy in all phases of a project, e.g. the planning of packaging and design

Create your exclusive tea brand or range of teas with us!



Tea in every conceivable form: High-end mono teas and tea specialities, finest flavoured herbal or fruit blends, tea extracts, instant powder mixes, bottling of ready-to-drink teas, bulk tea, and ready-packed goods for sale to end consumers



We ensure compliance with our own high quality standards not only internally, but are also regularly audited by the leading certification programmes in the food sector, whose seals we use for our products. Our comprehensive quality assurance is documented by globally recognised certifications such as International Featured Standards Food (IFS, higher level) etc.

QUALITY: OUR TOP PRIORITY

The paramount imperative in our work is to ensure quality. Quality is a priority for every production step at our plant, as well as in our purchasing negotiations. Continuous checks and tastings ensure a constant, high level of quality across our product range.

Our in-house quality assurance programme determines our choice of suppliers. We are in close contact with our supply partners and regularly audit their performance.

We guarantee traceability of the final product back to the original raw materials. Sensory and analytical tests are carried out both in-house and by well-known third-party testing laboratories.

We check the quality from the raw material to delivery – certified, reliable and transparent.



IN-DEPTH ANALYSIS

Every tea is repeatedly subjected to extensive testing. Herbs and fruits are also analysed by our quality control department for physical characteristics such as bulk density, loss on drying and oil content. In the subsequent production process, we check the quality of the raw materials from production to delivery.

EDP-supported traceability of all batches, video surveillance of the outgoing goods, and the monitoring of shipments using computer and scan technology are just a few components of our quality management system.



SAFETY ACROSS ALL AREAS

- ◆ Constant, high quality as well as safety of our products through regular checks of the raw material
- ◆ Close contact with our contract partners in the countries of origin
- ◆ Sensory testing (taste, smell, colour, appearance) of all ingredients and finished products
- ◆ Analytical testing of ingredients for pesticides, microbiology, heavy metals, bulk volumes, sieve sizes, etc
- ◆ Additional physical analyses for herbs and fruits, e.g. for loss on drying and, where applicable, oil content
- ◆ Analyses by the accredited laboratory SGS Institut Fresenius, among others
- ◆ IFS (International Featured Standards Food, higher level) and HACCP (Food Safety)
- ◆ Continuous monitoring of the European statutory requirements governing composition, quality and labelling of our food products
- ◆ Annual internal audits and risk-based audits of our suppliers/service partners
- ◆ Continuous improvement of products and processes
- ◆ Traceability from end product to raw material



We didn't rely on standard technical equipment for our production facility, either. We put our experience from more than 135 years of handling delicate tea leaves to use in developing and building our own facilities.



CLEANING

To guarantee high-quality products, we use efficient cleaning systems from the very first processing step, e.g. colour and shape sorters, and take care to ensure especially gentle processing.

BLENDING

Our state-of-the-art machinery for tea refinement includes, amongst others, computer-controlled silo blending plants designed to produce the best homogeneous blends, and to process the sensitive leaf teas with the utmost possible care.



FLAVOURING

To flavour our tea creations, we use ingenious processes that our tea experts pioneered in the 1960s and have been continuously developing ever since.

PROCESSING OF HERBS & FRUITS

Our production plant in Thuringia processes the herbs, fruits and spices that are used in our large selection of colourful tea blends. This is where the raw materials are cleaned, cut and blended.

PACKAGING

We offer everything from raw materials to packaged tea products in a one-stop-shop.

OTHER SERVICES

- ◆ Cutting
- ◆ Homogenisation
- ◆ Germ reduction
- ◆ Decaffeination
- ◆ Extraction
- ◆ Freeze-drying
- ◆ Spray-drying

Our experts can blend up to 150 tonnes of tea a day in multi-shift operation





Working closely with our partners and suppliers around the globe, we have access to the world's best teas, herbs, fruits and spices. And a large part of them are already in our stocks.

INEXHAUSTIBLE SELECTION

Today, our product variety is no longer stored on historical floors in Hamburg's Speicherstadt, but in our modern warehouse in Hamburg-Allermöhe.

The high-rack storage areas with 30,000 pallet spaces hold up to 25,000 tonnes of goods, most of them the finest tea grades and specialities from all the renowned export countries.

Among them are the famous, established tea gardens as well as smaller, up-and-coming partners with exotic-looking projects that share our high quality standards.



RELIABLE SUPPLY

The fact that we keep this exclusive variety in stock for our customers makes our warehouse the largest tea speciality store in the world. And gives our customers the certainty that we can also reliably deliver exceptional teas – largely independent of fluctuating harvests.

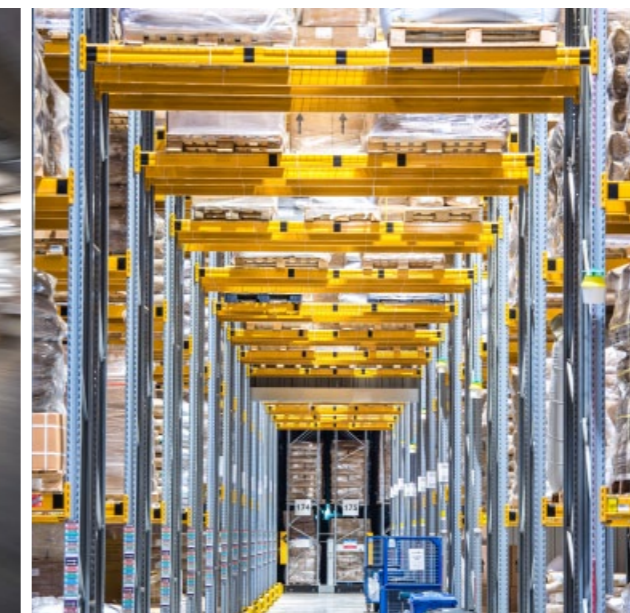
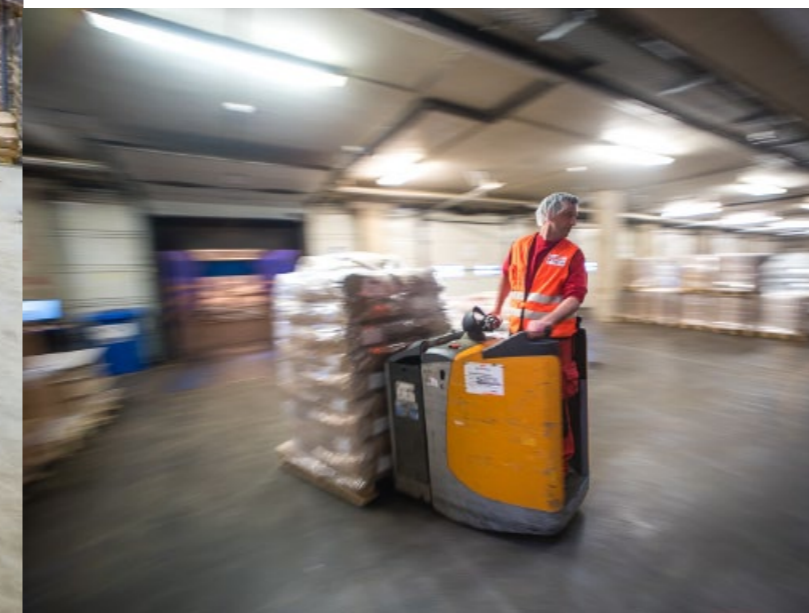
Not only do we offer the largest selection of tea specialities – we have a large part of them right here on site.

FRUIT AND HERBS WAREHOUSE

The herbal and fruit components that we use as mono-ingredients or for our diverse tea blends are stored in the warehouse of our subsidiary in Thuringia.

Up to 5,000 tons of goods can be kept in stock at this location and can also be transferred directly to production for cleaning, cutting and blending.

Our warehouse in Hamburg can accommodate up to 25,000 tons of goods from all over the world.



We offer our tea products in all types of packaging, from loose bulk goods for wholesalers or tea packers to pre-packaged 1 kg bags for specialist retailers and, last but not least, innovative packaging solutions that we develop and realise for international tea brands, private-label customers, and the food service industry.



PACKAGING CONCEPTS

In addition to the exceptional range of high-quality teas, herbs and fruits that we custom-develop for and with our customers, we offer tailor-made packaging solutions for tea brands and private-label customers.

We advise you comprehensively in the selection of a packaging product that shows your brand and design in the perfect light while also taking into account the economic and ecological requirements – with regard to appearance, handling, safety, protection, and optimum use of space during transport.

INDIVIDUAL PACKAGING SOLUTIONS

LOOSE LEAF TEAS

We offer a wide range of customisable packaging options for high-quality loose leaf teas and fruit and herbal blends. We pack all tea products in packagings individually tailored to your wishes or standard formats – from small to large.

- ◆ Tube bags
- ◆ Block bottom bags
- ◆ Bag-in-box
- ◆ Ziplock bag
- ◆ Composite can
- ◆ Metal tins, and much more

TEABAGS

Convenient tea indulgence: premium leaf teas and coarse cuts of fruits and herbs in high-quality tea bags that offer visible quality to tea consumers. We pack the tea bags in the outer packaging of your choice

- ◆ Pyramid bags and rectangular bags
- ◆ Pot and Mug Bags
- ◆ Double-chamber tea bags

INSTANT AND RTD PRODUCTS

We package our wide selection of instant powder mixes, iced-tea blends and tea syrups in consumer-friendly convenience formats for you. Ready-to-drink solutions and bottle filling are also part of our repertoire.

We create tailor-made packaging solutions for tea brands and private-label customers.





YOUR CONTACT FOR ALL THINGS TEA

Our brochure gives you a first impression, but there is so much more.

Please contact us if you would like to know more about our product range, services, and delivery terms:

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