



## **That's where the joy grows! SONNENTOR celebrates its 35th anniversary.**

**This year the SONNENTOR team at the Biofach is in the mood to celebrate because, in addition to an explosion of new products, they celebrate the 35-year SONNENTOR success story.**

Since founder Johannes Gutmann started as a one-man show in 1988, the SONNENTOR team and the product range have had a huge growth spurt. Instead of just one person, there are now well over 500 employees in Austria, Germany, the Czech Republic, and Romania. Their careful work contributes to the fact that around 900 top-quality products are refined and then packaged in a particularly resource-saving manner.

What matters the most to us: raw materials of the best organic quality.

In the beginning, there were three farming families from the region who trusted this young entrepreneur's marketing skills. Today, SONNENTOR works with around 1000 organic farmers worldwide. Direct trade makes the SONNENTOR value chain appreciated by everyone involved. Stable partnerships at eye level are essential to ensure the existence of small-scale businesses, which SONNENTOR will continue to build on in the future.

### **SONNENTOR has been focusing on organics through red glasses for 35 years.**

The eye-catching red spectacles have been the company founder Johannes Gutmann's trademark for just as long. "Organics are more in demand than ever. It is all the more important that we continue to focus on them in the future with sustainable and innovative products, working with nature and with a lot of appreciation for each other", emphasises Johannes Gutmann.

To celebrate the anniversary, SONNENTOR is publishing the first of 35 spirited stories from Johannes Gutmann's BIOgraphy in March (only available in German). The sharing of his milestones will continue until the end of the year.

You can read more about it at: [www.sonnentor.com/35years](http://www.sonnentor.com/35years)

### **A favourite spice in the anniversary design**

For SONNENTOR's birthday, we finally find out about the favourite spice of Johannes Gutmann, or Hannes, as the SONNENTOR family calls him. The answer is obvious for fans of Waldviertel, the home of SONNENTOR: Potato seasoning. In 2023, Hannes will be adorning the anniversary edition for one year.

### **Novelties 2023**

Product artists and the SONNENTOR creation team have created a colourful world of new products for the anniversary year: an eye-catcher on every tea and spice shelf. From nutritious sprouts to moments of happiness with new biscuit varieties, from seasonings from around the world to an



*Hannes with his favorite spice*



invitation to join an illustrious tea party with classics and new products from the Camellia sinensis line, the SONNENTOR team has not only created new products but also charming stories that are waiting to be shared. There are also three new teas based on Hildegard von Bingen's herbal knowledge and inspired by originally designed animal illustrations. The syrup line has also expanded to include two varieties that sweeten summer and autumn. And as the year draws to a close, we celebrate all the beautiful moments with the newly designed New Year's tea. All the details of the new products can be found on the following pages. We are happy to provide further information and quotations upon request.

### **Visuals**

PR images can be downloaded from our image [gallery](#).

### **Press contact**

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## **Relaunch - available March 1, 2023**

### **Our sprouts are expecting offshoots**

**SONNENTOR** knows from many years of experience that it is worthwhile to raise young seeds well. **Sprouting Trio** is a new flavourful power mix addition to Sonnentor's popular sprout selection. Learn the value of cress, alfalfa, mung beans as we relaunch the entire sprout line: tasty and healthy.

Sprouts are a delicious addition to any diet. They are full of beneficial ingredients that boost health. Eating sprouts regularly is benefits the body. The tiny power seeds can quickly be grown in a sprouting jar or on a cress hedgehog on the windowsill. When done right, they grow fast and are ready to enjoy in just a few days. What all germinating seeds have in common is that they need to be soaked first and then rinsed with fresh water several times a day.

#### **NEW: Sprouting Trio**

This mixture of radishes, yellow mustard, and lentils has been newly developed to make our world of sprouts even more colourful. After a soaking time of 4-6 hours, initially keep the jar with the seeds in the dark for a couple of days. After a germination period of 5-6 days in daylight, they are ready to be eat. The Sprouting Trio goes well with spicy bowls and stir-fries.

*120g package / €3.19*

#### **Sprouting mix**

Fenugreek, radish, and lentils come together in a fun trio. The sprout mix is grown in sprout jars and is also a dark germinator. After soaking for 4-6 hours, the sprouts are best left to germinate in the jar covered with a cloth (6-8 hours). The sprouts are ready to use in spreads, dips, vegetables, and on buttered bread after 5-6 days.

*120g package / € 3.19*

#### **Mung beans**

Mung beans or *Vigna radiata* prefer to germinate in sprout jars. They taste sweet to tart and are an excellent way to refine salads, soups, and Asian dishes. The soaking time is 12 hours, and they are ready to eat after 4-5 days.

*120g package / €3.19*

#### **Cress**

Classic cress germinates in the light and lends its name to the popular germination vessel, the cress hedgehog. *Lepidium sativum* is excellent in sandwiches, salads, and scrambled eggs, and also goes well with cheese. After a soaking time of 15 minutes, the cress grows into a sturdy, harvest-ready seedling within 5-6 days.

*120g package / €3.99*





### **Fenugreek**

Trigonella foenum-graecum goes well with curries, pasta, and rice dishes. Wok dishes also benefit from its spicy, tart aromas. Soak for 6-8 hours, leave for 2-4 days of sprouting then the sprouts are ready to eat.

*120g package / €3.19*

### **Mustard seeds**

Germinated bitter-nutty mustard seeds, also known as Sinapis alba, go well with pan-fried potatoes, sauces, and dips. After a soaking time of 15 minutes put it in the cress hedgehog. After a germination time of 5-6 days, the sprouts are ready to help finish off these dishes.

*120g package / € 3.19*

### **Crimson Clover**

Crimson Clover, or Trifolium incarnatum, germinates best in the light in a sprout glass. It is soaked best soaked for 4-6 hours and can be used to refine wraps, vegetable dishes, and salads after 7-8 days of germination.

*120g package / €3.19*

### **Radish**

Radishes, Raphanus sativus var. sativus, germinate in the dark and grow particularly well in sprout jars. After a soaking time of 6-8 hours and a germination time of 5-8 days, they can be served on cream cheese, soups, or sandwiches.

*120g package / €3.99*

### **Alfalfa**

Alfalfa or Medicago sativa seedling grows after a soaking time of 6-8 hours in the sprouting jar. They can be enjoyed from the 7th day onwards, as it needs 6 days to break down its protective barrier. After that, the seedlings burst with nutrients, and go well with stews, salads, and cheese.

*120g package / €3.19*

### **Rocket**

Rocket germinates particularly well in the cress hedgehog. The Diplotaxis tenuifolia plant goes well with egg dishes, meat, and pasta. After a soaking time of 15 minutes and a germination period of 4-6 days, the sprout that best germinates in the light is ready to land on your plate.

*120g package / €3.99*



**Tips for budding sprouting gurus**

For those who want to learn more about sprouts, SONNENTOR has developed a friends book with tips for germinating seeds, which will be published at the same time as the Sprouting Trio product launch. From mung beans to mustard seeds to fenugreek, rocket to radishes to crimson clover, alfalfa to cress and sprout mix to the new sprouting trio: They all sparkle in a new design and invite SONNENTOR customers to enter the world of microgreens.



## Three new cookie varieties - available March 1, 2023 Yummy crunchy biscuits!

The new design of the SONNENTOR biscuits make them a delightful gift - unless you munch them yourself first. Our popular bestsellers and three new varieties don't contain any palm oil, and there are also gluten-free crunchy delights included in the SONNENTOR cookie range.

A day when you can have crunchy cookies is always a good day. The organic specialist has added three new varieties to their cookie range: Apple Strudel Cookies, Say it with Flowers, and Chocolate Parade. SONNENTOR has a large selection of cookies when you want to make others happy or to enjoy them yourself. The biscuits are palm oil free and made with love in an artisanal bakery in the northern Waldviertel, except gluten-free biscuits, which are made off-site. With tea or coffee, for angels and cheeky cherubs - everyone will find their favourite crispy biscuit in this extensive range.

### NEW: Apple strudel biscuits

Expecting visitors? The rolling pin can safely stay in the closet. These vegan organic spelt biscuits with apple pulp smell and taste wonderfully of warm apple strudel. With their cloverleaf shape and delicious flavours, they ensure moments of happiness.

*100g package / € 4.49*



### NEW: Say it with Flowers

SONNENTOR says it with flowers: these biscuits are a special feast for the eyes with their colourful flowers and they are a highlight in every biscuit tin. The vegan organic spelt biscuits delight the palate with strawberries and a subtle lemon aroma. Spring - crisper than ever!

*125g package / € 4.49*

### NEW: Chocolate Parade

Attention, chocolate lovers! SONNENTOR has created the perfect chocolate biscuit. The gluten-free buckwheat biscuit should march into your cookie jar as soon as possible. It is deliciously crunchy and chocolatey at the same time, and it has no palm oil - for perfect enjoyment with a clear conscience.

*100g package / € 4.49*





**All cookies have a new design**

Cookie lovers and cookie monsters are in their element at the organic specialist SONNENTOR. Their range of biscuits has nine different varieties, and all now shine with a new look. The lovingly illustrated biscuit packaging makes these products a wonderful gift and a must-have in every sweets drawer. Thank You biscuits, Honey Hearts, Good Luck biscuits, Guardian Angel, Fortune and Cheery, or one of the three new varieties: These sweet treats are delightful, crispy fun.



## Five exciting new goodies - available March 1, 2023 A world of seasonings and spices

Five new seasonings send culinary SONNENTOR globetrotters on a journey around the continents. From Africa to Greece, from China to the Levant, discover incredibly harmonious spice blends. So tasty.

SONNENTOR, the organic herb and spice specialist, has developed five new seasonings. Spices from all the different continents make dishes from distant countries a success. The top-quality organic mixtures send globetrotters on a culinary holiday.

### Greek Salad Seasoning: Longing for the beach?

This spice is your ticket to the sea! Mediterranean ingredients such as tomatoes, onions, garlic, and oregano let the senses dance the Sirtaki. From salad to feta to tzatziki – this seasoning goes with all Greek classics. Hellas!

35g package / € 3.99

### Chakalaka: The Savannah in the pan!

Hakuna Matata - no problem with Chakalaka! The South African mixture of paprika, turmeric, and coriander is the aromatic focal point of every barbecue. Its slightly spicy aroma also goes well with couscous and falafel. Mixed with a bit of oil, the seasoning can be made into a marinade.

65g package / € 3.99

### Chinese five-spice powder: strong as a dragon!

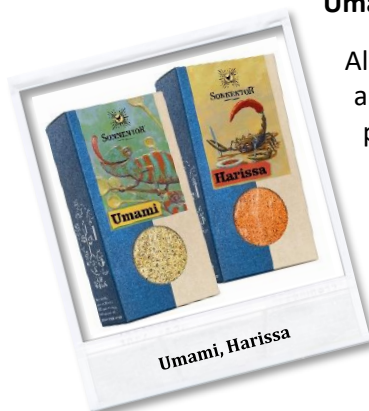
The recipe for this seasoning comes from China. As the name suggests, it consists of 5 ingredients: Fennel, anise, cloves, cinnamon, and pepper. Very versatile - for wok and noodle dishes.

55g package / € 3.99

### Umami: simply hearty!

Already knew this? Umami is called the fifth flavour. The term comes from Japan and means "hearty". This is exactly what this versatile seasoning with carrot, parsnip, porcini, fenugreek, bay leaf, and several other ingredients tastes like. This seasoning chameleon enhances the taste of all kinds of savoury dishes: Soups, sauces, stir-fried vegetables, they all love this seasoning.

60g package / € 4.99







**Harissa: Hot for spiciness?**

Harissa provides pep! In Arabic and Levantine cuisine, there is no getting around the spice with fiery paprika, chili, and garlic. Some hotties even enjoy a paste made from this seasoning as a spread on bread. Simply mix the mixture with olive oil. Hot Stuff!

*70g package / € 3.99*



## **Black, Green, and White Tea - available March 1, 2023 Now in the new Tea Party look**

**If this isn't a reason for a party! The Camellia sinensis tea line from SONNENTOR is getting a completely new look. Fruity Mary Gray and bitter-malty English Breakfast Tea join the illustrious group as two new party guests – available as loose tea and in double-chamber bags. We are amused and amazed.**

The tea plant Camellia Sinensis has a lot to offer. It is used to make classic black tea, delicate green tea, and the finest white tea. The difference lies in the processing of the leaves. Before drying, the leaves are fermented for black tea and heated for green tea, and freshly sprouted buds of the plant are used for white tea.

SONNENTOR has added fruity Mary Gray and lively English Breakfast Tea to the noted Camellia Sinensis tea round. The particular highlight of this tea range is its gift packaging: Our illustrious tea party is on board a classic London bus.

### **NEW: Fruity Mary Grey**



SONNENTOR has revealed the well-kept secret of Mary Grey's favourite fruity tea: she refines Earl Gray blend with blood oranges, lemon peel, and essential orange oil. The preparation is less mysterious thanks to the practical tea bag. The tea is also available as a loose variant. The black tea mixture is not shaken, not stirred, but simply left to infuse. Ladylike!

*90g loose / € 5,49 or 27g double chamber bag / € 4,49*

### **NEW: Invigorating English Breakfast Tea**

A cup of black tea should not be missing from a classic British breakfast. After that, the day runs as planned. This malty, tart black tea variety comes from Ceylon, today's Sri Lanka, where the British brought the first tea plants from China in the 19th century. Very British! Double chamber available July 1, 2023

*70g loose / € 4,99 or 32,4g double chamber bag / € 4,29*

### **The strong Assam**

Pretty strong! Assam is a prime example of a strong black tea. Its tart, malty aroma makes it a watchful companion from morning to night. Whether pure or with a dash of milk - Assam goes well with breakfast and chocolate desserts in the afternoon. The black tea variety comes from the northeast of India from the tea-growing region of the same name, Assam.

*95g loose / € 5,49 or 30,6g double chamber bag / € 3,99*





### **Fine Earl Grey**

There are many legends surrounding Earl Grey, but we know one thing for sure: The Earl always drank his tea with bergamot, enough reason to name this slightly lemony black tea after him. Earl Grey is an excellent digestif that can be served with a bit of milk and enjoyed with chocolatey desserts.

*90g loose / € 5,49 or 27g double chamber bag / € 4,29*

### **Everybody's Darjeeling**

This classic black tea playfully wraps everyone around its fingers. Who can resist its malty flattery? The black tea classic is grown in north-eastern India in tea gardens around Darjeeling, and it owes its name to its origin. From there, Everybody's Darjeeling took the whole tea-drinking world by storm.

*100g loose / € 5,99 or 27g double chamber bag / € 4,29*

### **Earthy Sencha**

Tart but hearty: Sencha tea bags have endless space for enjoyment. The tea owes its sunny disposition to its excellent upbringing in direct sunlight. Incidentally, the name Sencha means "to brew tea" in Japanese.

*70g loose / € 4,49 or 21,6g double chamber bag / € 3,99*

### **Pure Chinese green tea**

This classic tea variety is a must for when the clock strikes tea time! This finest Chinese green tea gets its tart, slightly grassy flavour from roasting or steaming in pans. Tiredness won't stand a chance!

*100g loose / € 4,99 or 27g double chamber bag / € 4,29*

### **The fresh Lady Green**

When life gives her lemongrass, Lady Green makes tea out of it. The unique blend combines tart green tea and lemongrass under one regal hat. The slightly lemony aroma fits, drunk hot or cold from morning to night. A cup of Lady Green goes well with Asian dishes or summer salads. A pretty zingy fine lady!

*90g loose / € 4,99 or 21,6g double chamber bag / € 4,29*

### **Flowery Jasmine**

Floral jasmine gets every tea party going. This famous green tea variety has a lot of flower power. For this most popular Chinese floral tea, jasmine flowers are steamed along with the tea leaves. As soon as they give off their scent, they are removed from the green tea leaves. Hip!

*100g loose / € 5,99 or 27g double chamber bag / € 4,29*





### **Mighty Gunpowder**

The license to drink tea! The intense Gunpowder owes its name to its particular shape. The green tea leaves are rolled into small balls resembling gunpowder, and they unfold their full, robust taste in hot water. Due to its rolled shape, this green tea is also particularly economical and can be infused several times.

*100g loose / € 4,99*

### **Noble Pai Mu Tan**

Indulgence at its highest! This precious white tea was initially reserved for China's privileged society, and now fortunately, it can be enjoyed by all tea fans. The noble tea, which means "white peony", uses only the bud and top leaves of the tea plant. Noble!

*40g loose / € 5,49 or 18g double chamber bag / € 4,29*

### **Gift box: The London Bus**

The bus has several illustrious guests from our Tea Party on board. Meet fruity Mary Grey, Everybody's Darjeeling, and Strong Assam, and join us on our black tea line tour.

Tip: London Bus is a fabulous gift and will also look great on your tea shelf.

*Gift box inkl. 3 Teas (double chamber bag) / € 12,99*



## **Ferociously good - available March 1, 2023** **Source of Strength, Inspiration, and Relaxation Teas**

**SONNENTOR** is known for its creative, organic products. Once again, the company from the Austrian Waldviertel has put its heart and soul into new teas: the new varieties are full of herbal knowledge, lots of taste, and have a creative design.

SONNENTOR keeps impressing its customers with new tea creations. The possibilities seem endless - what they have in common is their fantastic taste. The labels of the three new varieties feature funny illustrations of lions, elephants, and hippos to show the teas' might and strength. All mixtures are inspired by Hildegard of Bingen's recipes.

### **NEW: Relaxation tea**

The lemony-fresh relaxation tea with lavender, sage, fennel, and marigold reduces mountains to molehills. Sipping Relaxation tea allows you to sit back and relax with complete peace of mind. The yoga elephant on the packaging lifts the mood and recharges the mind.

*18g double-chamber bags / € 4.19*



### **NEW: Inspiration tea**

Hear the lion's roar? Fresh ideas will come flooding in with this organic tea with herbs, spices, and vanilla extract. When thoughts are jumbled, a cup of Inspiration Tea with fennel, cinnamon, and lemon balm will help. A great tea with a humorous lion design.

*34.4g double chamber bags / €4.19*

### **NEW: Source of Strength tea**

Drawing from the full? Hyssop and spearmint ensure that you surf the energy wave all day long. The organic herbal fruit tea blend is an ideal kickstarter in the morning. Raise your cup, drink, and enjoy! This tea provides sufficient motivation for the day's tasks. Strong as a hippo!

*23.4g double-chamber bags / € 4.19*

### **Who was Hildegard of Bingen?**

Hildegard of Bingen studied herbs and spices and their effects with great dedication. The 12th-century herbalist abbess created numerous works in which she shared her knowledge of herbs and spices.





## New syrups - available March 1, 2023 Chin Chin and Pumpkin Spice Syrups!

With the syrup relaunch, the organic specialist SONNENTOR is on trend with the introduction of two new syrups.

SONNENTOR syrups are available in several flavours, and not only does the product range have a new design, there are also two newcomers: **Chin Chin and Pumpkin Spice**.

### NEW: Chin Chin Syrup

Summer vibes in a bottle! We want to enjoy summer, the sun, and warmth to the fullest, but when the sun disappears below the horizon, it's time for a refreshing cocktail. Prefer a drink without alcohol? Easy with this novelty syrup! This syrup with juniper berries is ideal for sweetening the evening, especially when refined with cucumber slices and ice cubes.

*500ml bottle / € 9.99*

### NEW: Pumpkin Spice Syrup

The must-have for the "fifth season" - pumpkin season. When leaves and pumpkins turn orange, it's time for Pumpkin Spice Latte. It is easy to make at home: Pour milk froth and espresso over a teaspoon of syrup and stir well. It also works with decaffeinated coffee or just milk and tastes like a flavourful pumpkin pie.

*250ml bottle / € 8.49*



### Sweet syrups all year round

Spring, summer, autumn, or winter, SONNENTOR syrups are the right choice for every season: warming varieties for autumn and winter and refreshing and cooling varieties for spring and summer. Most syrups don't contain any sugar because the sweetness comes from fruit. The syrups are suitable for mixing non-alcoholic and alcoholic cocktails and are delicious thirst quenchers for children. Classics such as Elderflower, Cranberry, and Raspberry syrup, innovations such as Ginger-Lemon or Turmeric-Lemon, and pick-me-ups such as Black tea and Peach are all included in the range. Of course, our favourites for the cold season are Chai syrup and Apple Magic Punch for cosy hours at home.



**New edition - available September 1, 2023**  
**New Year's tea with a unique design**

**New Year's happiness, sip by sip. There is a lot to celebrate with the New Year's tea from SONNENTOR: a funny new design and an inspiring message on every tea bag that accompanies you throughout the year. These messages were created by our SONNENTOR fans.**

SONNENTOR, the organic specialist from the Waldviertel, has given the New Year's tea a new, humorous design. If you've had enough plastic pigs and chimney sweeps, this lucky charm will score you points at the New Year's Eve party. Each tea box is packed with inspirational sayings, amusing illustrations, and a firework of flavours.

The floral-fresh taste of elderflower, linden blossom, spearmint and lemon verbena, sage, blackberry leaves, and cornflowers guarantee a happy and delightful New Year's Eve. The certified organic tea is an ideal sustainable and ecological lucky charm and is guaranteed to be a hit at every New Year's Eve party.

*32.4g double chamber bag / € 5.29*

