

SONNENTOR: SEE YOU @ E-BIOFACH 2021

We want to inspire you with innovative ideas & the power of herbs



The SONNENTOR team is looking forward to the first E-Biofach. "We are sure that we will succeed in sharing our enthusiasm for our innovative products with our partners, customers and fans via this way", says SONNENTOR founder Johannes Gutmann. He adds, "We are planning live product presentations and invite everyone to exchange ideas with our team via chat and video conferences."

The SONNENTOR 'product artists' have been busy working on new recipes over the past few months - with success! The combination of traditional herbal knowledge and innovative ideas is also the basis for an exciting variety of new creations this year.

One of the highlights at this year's trade show is the relaunch of the **Organic Cheeky Cherubs** product line. We have also added new tea blends, syrups and sweet treats for children of all ages to this product range. **Fake Coffee** is one of our special novelty products – sweet tasting roasted dandelion roots. The bitter properties and roasted aromas of this drink have a stimulating effect.

Fans of our spice mixtures can also look forward to some surprises. For example, the popular **Blossom-Spice Blends** have a new design. Sunkiss, Flower Power and Hot Stuff, the diversity of these blends is reflected in their colourful labels. Our 'product artists' have also conjured up a new mix: Full Bloom is a colourful blossom blend that turns every dish into an eye-catching delight.

Rooibos, Mate and Lapacho with their multicoloured design also stand out this year. Those who like variety in their tea cups will enjoy the new **Try It!** herbal tea box with 20 different teas to sample. Last but not least, the new **Tea Advent Calendar** will of course also be on display. This popular classic with a new delightful design will help shorten the waiting time for Christmas 2021. Infused with anticipation! Press releases on our individual innovative products can be found below.

Of course there are some new products that are already available. For example: Scrambled Egg Seasoning, Best TEAm Tee and Fennel-Anise-Caraway Tea. For more information have a look at our digital exhibition area.

A digital window into the world of herbs & spices

In addition to videos and information about our innovative product, our digital exhibition visitors can also look forward to a short film. It gives an insight into our philosophy and shows why closing cycles is so important for our daily work. Our welfare report for the common good that show how our sustainability efforts are transparent and measurable can be accessed any time.

SONNENTOR

"We bring enjoyment, health and a clear conscience into every home," emphasises Johannes Gutmann. He adds, "Good mood for drinking and eating that works." The company he founded in 1988 has been an organic pioneer for over three decades. Innovative tea and spice products with their delightful designs have made the herb specialist from Austria internationally recognised. SONNENTOR fans also appreciate the company's



ecological commitment. With packaging made from renewable raw materials, products without any palm oil, CO2-neutral management, partnerships on an equal footing and direct trade with organic farmers worldwide, the SONNENTOR team proves that the combination of values and business works!

More information about SONNENTOR:

www.sonnentor.com/press

Press information on product innovations:

These can be found on the following pages. When publishing, please note the specified launch dates. In the case of publication before the launch, please state the relevant date.

Availability of products:

If you want to know, in which country certain products are available – please contact: presse@sonnentor.at

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RELAUNCH: available from March 1st!

May we introduce: The new Cheeky Cherubs

Our Cheeky Cherubs are all dressed up! The SONNENTOR children's product line is now even bolder, more colourful and more varied. The three popular characters Constance, Moritz and Leander continue to be standout features thanks to lovingly designed illustrations and we have added new tea blends, syrups and sweet treats to this product range.

The Cheeky Cherubs' World of Teas

The Cheeky Cherubs' World has a wide range of tea varieties for children of all ages. This illustrious assortment makes tea drinking fun. Our Cheeky Cherubs also have special herbs for little giggles in their treasure box that they would like to share with their friends. Get to know their little gems with the 'Try It!' assortment. This box full of herbal goodies makes children's dreams come true.



Mums and babies can also look forward to the new edition of the Cheeky Cherubs product line as SONNENTOR has thought of them when creating this range. In addition to the popular Mum-to-Be Tea, there is now also a Breastfeeding Tea and Baby's First Tea available.

Getting up with Leander

Cock-a-doodle-doo, time to get up! Our happy hen Frida knows: the early bird catches the worm and the day starts well with a cup of tea. Leander's fruity mixture with rose hips, quince and hibiscus makes morning grouches happy to get up. Good Morning!

Double chamber bag 32.4 g / RRP € 3,99

Going to bed with Moritz

Good evening, good night with lemon balm, elderflower and chamomile. Thanks to this mild herbal mixture, Moritz and other little cherubs happily slip under the covers. The soothing bedtime treat ensures sweet dreams and a rested cherub the next day! Sleep well!

Double chamber bag 28.8 g / RRP € 3,79

Thirst-Quencher - Fruits

Beep beep, the fruity thirst quencher team has arrived! Cheeky Cherub Leander brings rose hips, raspberries and apples with him. For maximum refreshment let the tea cool down and add juicy fruits. This homemade iced tea will keep you well hydrated.

Double chamber bag 32.4 g / RRP € 3,99

Thirst-Quencher - Herbs

Adventures make you thirsty. Fortunately, Constance knows a source for the most refreshing herbs. This refreshing blend with lemon balm, lemon verbena and lemongrass will quench your thirst in a flash.

Double chamber bag 32.4 g / RRP € 3,79

Happy Tummy tea for little ones - recommended by Moritz

Sore tummy? Help is on its way. Follow Moritz's lead and enjoy a cup of tea with lemon balm, common mallow and fennel. You will soon be off on your next adventure.

Double chamber bag 21.6 g / RRP € 3,79

Shoo Flu! for the little ones - Constance's insider tip

Cough, cough good bye! Constance's tea blend with elderflower, chamomile and sage will warm your neck like a cosy scarf. For little Cheeky Cherubs with the sniffles.

Double chamber bag 32.8 g / RRP € 3,79



Tea 'Try it!'

Cheeky Cherubs Tea 'Try it!'

Cheeky Cherubs love to discover new things. The new 'Try It!' tea range is just the thing for little explorers. 20 organic teas with fruits and herbs invite you to sample your way through the colourful world of our Cherubs. Maybe you will discover some brand new favourites. Tip: Time will fly when you colour in your tea box while you are waiting for your tea to be ready.

Double chamber bag 32.8 g / RRP € 3,79

Every box of tea helps make children's dreams come true!

With every Cheeky Cherubs box, SONNENTOR helps to fulfill the wishes of children and young people with disabilities or serious illnesses. The cooperation with 'Aktion Kindertraum' in Germany and 'Stiftung Kindertraum' in Austria is close to our heart as the team at 'Kindertraum' has witnessed that fulfilling a heart's desire can change a child's quality of life in the long term. We couldn't ask for a more fulfilling outcome.

Mum-to-be Tea

Are you going to be a mum soon? This mild herbal tea blend is your soothing companion throughout your pregnancy. Enjoy the floral-lemony scent, put your feet up, relax and focus entirely on yourself and your happily growing belly.

Enjoy 2 -3 cups per day of this pleasing and relaxing tea throughout the pregnancy.

Double chamber bag 21.6 g / RRP € 3,79

Breastfeeding Tea

Breastfeeding provides warmth and security for the baby and allows mums and baby to bond. This soothing tea with fennel, aniseed and caraway will support your milk production and lets you focus entirely on your baby.

Double chamber bag 27 g / RRP € 3,79

Baby's First Tea

Practice makes perfect. Tea is part of many childhood memories. Who doesn't remember mum's fennel tea for upset tummies? This soothing tea blend contains caraway and aniseed for a happy baby. Calming for babies and mums. An ideal companion for baby's first solid food.

Double chamber bag 27 g / RRP € 3,79

What else is there to discover?

In addition to a wide variety of teas, the Cheeky Cherubs also have chocolaty goodies, cheeky snacks, healthy refreshments with natural sweetness and delightful fragrances in store for you.

My Favourite Hot Chocolate

Pure cocoa and raw cane sugar – these are the only two ingredients in this sweet hot drink. Cheeky Cherub Moritz loves this drink and it will soon be your favourite, too. For any doubts who this drinking chocolate belongs to - write your name on the tin!

tin 300 g / RRP € 5.99

Clever Chocolicious

What makes this drinking cocoa so smart? Cinnamon, turmeric and allspice to be precise. This blend with cocoa and spices nurtures curiosity in little and big kids. Add 1 -2 teaspoons to a glass of warm or cold milk. Ready!

Tip: try this cocoa with a scoop of ice cream in a chocolate Sunday or use it in baking!

Tin 300g / RRP € 6,49

Clever Chocolicious Cookies

Do you like our **Clever Cocoa**? Then you will love this crunchy treat. Cheeky Cherub Constance used **Clever Cocoa** and fruity orange to make these delicious cookies. They are completely palm oil-free and only sweetened with coconut blossom sugar. They are perfect snacks for big and little cookie monsters.

Pack 125 g / RRP € 3,99

Fruit Treasure Syrup

Leander has selected an abundance of fresh fruit and combined them with concentrated apple juice to create this delightful syrup. No refined sugar in sight! Luckily, he is quite happy to share his fruity treasure with us.

Dilute with water 1:10

Bottle of 500 ml / RRP € 8.99

Herb Magic Syrup

This syrup is the magical mixture of Cheeky Cherub Constance. Fresh herbs and the sweetness of apples make it our new favourite drink. No refined sugar in sight! Dilute with water 1:10 and let the magic begin.

Bottle of 500 ml / RRP € 8.99

Clever Snacks

Our Cheeky Cherubs need clever snacks for energy. Corn and millet are always a good fit for your Kindergarten lunch box, for a picnic, or as a snack when you are playing at home. This **crispy savoury snack** with tomatoes and carrots is light and airy and melts on Cheeky Cherub Leander's tongue.

Pack 50 g / RRP € 2.49

Crunchy Chocolate Balls are Cheeky Cherub Leander's favourite snack. Do you like those little puffed corn and millet balls with chocolate too? Pop them into your mouth and enjoy the crunch! Yum!

Pack 30 g / RRP € 1.99



Fruities

Moritz loves sharing this snack with oranges and lemons. He always makes sure he has a pack with these yummy vegan berry fruits with him to share with friends. Cheeky fruits for little cherubs. Tip: this vegan snack can also be enjoyed by little and big Cherubs!

Pack 100 g / RRP € 2.39

Fruit Bears

Are you feeling peckish for something sweet? Cheeky Cherub Constance's scrumptious **Fruity Bears** are loved by big and little rascals. These fruity berry treats are best shared with friends. Just follow your nose and you will find them.

Pack 100 g / RRP € 2.39

Yoghurt Fruits

Yoghurt and fruit go together like Cheeky Cherubs and their love for snacking. Luckily, Leander has come up with a special **Yoghurt Fruits** treat that has delicious flavours of yoghurt and six different fruits. Pick your favourite fruits!

Pack 100 g / RRP € 2.39

Lovingly blended essential oil compositions

Even a whirlwind like Cheeky Cherub Moritz needs a break from time to time. **Take a Break Oil** with mandarin and orange ensures the calm after the storm.

10 ml bottle / RRP € 10.90

Bookworm Constance loves learning. Her **Clever** essential oil blend with bergamot and silver fir awakens curiosity and the desire to discover and explore.

10 ml bottle / RRP € 10.90

These pure plant extracts don't contain any artificial additives. Simply put a few drops in the fragrance lamp or on the fragrance stone and enjoy.

Strong as a lion: from the roots to the leaves

Children love dandelion. We believe that dandelion also deserves the attention of adults. Particularly the bitter substances in the roots and leaves which promise stimulating enjoyment. The dandelion belongs to the Asteraceae family and is known as the ginseng of the west.

The valuable properties of this herb have inspired our 'product artists' to create two new products: **Fake Coffee** made from roasted dandelion roots and **Dandelion Leaves** in practical tea bags. Both ways mean that we can harness the superpowers of dandelions all year round.



NEW: available from March 1st

Fake Coffee: roasted dandelion root

Caffeine? No bean in sight! This coffee substitute with 100% roasted dandelion roots can be enjoyed at any time of the day and night. The caffeine and bean-free hot drink will guaranteed not upset you. It tastes pleasantly malty and sweet and has a stimulating effect due to its bitter substances and roasted aromas. The older generation may remember it as "Muckefuck", a name most likely derived from "mocca faux" (fake mocca) from post war France when real coffee was scarce.

Can 75 g / RRP € 9.90

Preparation:

We recommend: 1 - max. 2 teaspoons per serving (200 ml)

Suitable for: Mocha, French Press, Pour Over and coffee filter machines.

TIP: Tastes good with (plant) milk!

Traditional preparation: Put desired amount into a tea filter, put into pot with water and bring to a boil. Simmer and steep for 5-10min.

NEW and already available

Dandelion Leaves in a double chamber bags

Dandelion is well known to us for fasting. Its bitter sweet taste cranks up our engine. The superpowers of its leaves are packed in handy tea bags to accompany us wherever we go.

Double chamber bag 21.6 g / RRP € 3.39

Blossom-Spice Blends: colourful bouquets full of joy

When colourful flowers meet fine spices, variety on the plate is guaranteed. For this reason, our Blossom-Spice Blends have been one of our bestsellers for years. Each pack makes a grand entrance with their new design which is as colourful as the contents. So much to choose from! The delightful mixtures of 'Sunkiss', 'Flower Power' and 'Hot Stuff' are reflected in their colourful labels. We are also adding a new blend 'Full Bloom' that turns every dish into an eye-catching delight.



NEW: Available from March 1st

Full Bloom - for decorating dishes

A lovely mixture for those who want to spoil their loved ones with beautiful culinary delights. Desserts, ice cream and muesli turn into colourful eye-catchers with this enchanting flower blend. Hand-picked marigolds, rose blossoms, sunflower blossoms and cornflowers create a magical blend. Tip: Why not give it as a gift instead of a flower bouquet?

Pack 7 g / RRP € 6,99

RELAUNCH: Changes are ongoing

Blossom-Spice Blends 'Try It!'

When colourful flowers meet fine spices, variety on the plate is guaranteed. 'Flower Power', 'Sunkiss' and 'Hot Stuff' combine to create 'Try It!', a vibrant bouquet of sweet and piquant spice flowers. Seven different mixtures and a recipe booklet let the ideas flow. Tear open the spice bag and get cooking!

Pack 50 g / RRP € 5,49

RELAUNCH: Changes are ongoing

Blossoms & Spices - individual mixtures

Of course, the popular mixes are also available individually. Each pack is wrapped in a new colourful design to inspire new culinary ideas.

Hot Stuff

Are you passionate about spicy foods? Then this exciting mixture of spices and flowers is for you. Paprika, chillies and more bring pep to pasta, soups and stews.

Pack 30 g / RRP € 3,99

All the Best

It must be love when pink pepper, colourful flowers and fruits start an exciting romance. Desserts, ice cream and muesli will love this mixture. A berry-peppery temptation that we are only too happy to give in to.

Pack 40g / RRP € 4,49

Sunkiss

A kiss and good food are the two best ways to show love. This bright yellow mixture combines both. Oriental spices awaken curry, stews and soups and colourful flowers add vibrancy to the plate. And on top of that, there's a kiss waiting for the cook!

Pack 40g / RRP € 3,99

**Cheery Spice Blossom**

A good mood is contagious. Create a display of colours in your favourite dishes with beautiful flower petals. Aromatic ingredients like garlic, oregano, basil and rosemary add Mediterranean aromas to stir-fry vegetables, salads and spreads. Holiday mood awaits!

Packing 25g / RRP € 3,99

Fortune Spice

Cooking equals happiness. Food does too. This mixture of Mediterranean herbs, pink pepper and flowers jumpstart your happiness. First, while you are cooking vegetarian dishes, dips and spreads and second when you are enjoying your creations. Happiness guaranteed!

Pack 35g / RRP € 3,99

Guardian Angel

This heavenly fresh mixture of blossoms, mint, coriander and orange peel give wings to fish dishes, quiche, cheeses and salad dressings. Cornflowers add a splash of blue to the plate. Recommended by your Guardian Angel!

Pack 35g / RRP € 3,99

Flower power

This harmonious mixture of sweet spices, beet sugar and colourful flowers is perfect for flower children who like free-spirited cooking. A pinch of this blossom mix puts a floral crown on warm and cold desserts such as rice pudding, ice cream and pudding.

Pack 35g / RRP € 3,99

NEW: Available from March 1st!

Spice novelties: our spice rack is on cloud nine

There is new pep in the kitchen. SONNENTOR's new recipe creations offer more variety for your cooking. Warming stews, savoury spreads, sweet delicacies and insider tips for culinary delicacies from around world. There will be a new favourite for everyone.

Emma's Stew Seasoning

Stews come in lots of different varieties, just as the ingredients that go into them. This spice mixture is the finishing touch for stews, soups and savoury porridge.

Turmeric, chilli and ginger give it a light curry aroma and sage, wild thyme, burnet and echinacea have strengthening qualities. The full aroma of the world of spices in a bag.

Pack 50 g / RRP € 3,49



Hilde's Herbs for Spreads

We love spreads with Hilde's garden herbs especially when they are spread onto a nice thick slice of bread. Simply combine 1-2 teaspoons of this herb blend with 125 g of quark! Done!

Tip: Tastes delicious with zucchini, pasta dishes, pestos and savoury strudels and spices up salads and potatoes.

Pack 50 g / RRP € 3.49

Leo's Liptauer Seasoning

With Leo's Liptauer seasoning, Easter brunch will run like clockwork. For a quick dip, simply mix 1-2 teaspoons of spice with 125g of quark. This combination makes an aromatic and popular spread with an intensely aromatic note of paprika and garlic. Tip: Goes well with carrots, cheese, quiche and tofu.

Pack 60 g / RRP € 3.49

Sam's porridge Spices

Walking on Sunshine. With porridge, it's not just Sam who wakes up happy! This spice mixture with cinnamon and nutmeg adds variety to your breakfast and refines not only porridge, but also punch, desserts and milk foam. The ingenious thing about the spice mixture: It conjures up lovely flavours and all without sugar.

Pack 70 g / RRP € 3,49

Granny's Spices for Cookies and Cakes

The smell of baking! We followed granny around the kitchen to discover the secret behind this sweet mixture. Grandma's favourite seasoning will make your cakes and biscuits turn out beautifully. Thanks to cinnamon, nutmeg, cloves and a pinch of love!

Pack 50 g / RRP € 3,49

Spice Journey Around the World 'Try It!

Around the World in 80? Easy! This 'Try it!' assortment sends you on culinary travels to Europe, Africa, America, the Middle East and Asia. In your suitcase you have Frankie's barbecue spice, Rodriguez chili con carne, Wong's rice spice and seven other spice mixes in practical sample packs. A recipe booklet lets your cooking ideas take off. The perfect gift for culinary globetrotters!

Pack 50g / RRP € 5,49

**Did you know?**

Many of our classics herb and spice mixtures are now featuring a new design. Among them are Bread Seasoning, Ras el Hanout and Garam Masala. Lovingly designed illustrations and fresh new recipes make every pack a special highlight.

NEW: Available from March 1st

Try the new herbal tea ‘Try It!’ assortment!

No need to choose, the new ‘Try It!’ herbal tea assortment has something for every taste! Trying new varieties and indulging in the love for tea is easy with this selection of popular tea mixtures and unblended herbal teas.

Lemon balm, Magic Potion or Thirst Quencher herbal tea – there is the perfect mixture for every taste. Many classics such as our Cheery Herbal Tea and Fortune Herbal Tea are also included. A must-have for every fan of herbal teas.

Pack 28,5 g / RRP € 4,69

An indefinite choice of tea pleasure

Our popular Tea ‘Try It!’ and Fruit Tea ‘Try It!’ got a design update. Together with the Herbal Tea ‘Try It!’, this trio is ready to fill our tea cups! These stars of the tea shelf are the ideal companions for those who love variety.



RELAUNCH: Changes will take effect in March

New design for Rooibos, Mate and Lapacho

This special tea line comes into its own thanks to the colourful design. Rooibos, the caffeine-free national drink of South Africa, tastes great from morning to night pure or mixed with vanilla or orange. Mate and Lapacho from South America both convince with a smoky note. However, they couldn't be any more different in their effect. Unlike mate, lapacho contains no caffeine.



Rooibos tea

The tea made from the needle-like leaves of the rooibos is considered the national drink of South Africa. We enjoy drinking rooibos with its golden brown colour and malty aroma all day. Floral, smooth and mild in taste, it is slightly reminiscent of vanilla and cocoa peel. The sweet, fruity tea goes particularly well with vanilla and chocolate desserts. Refined with milk and honey, the tea becomes a sweet delight.

Loose 100 g / RRP € 3,49

Double chamber bag 21,6 g / RRP € 3,39

Rooibos Orange tea

Rooibos and orange are putting their best foot forward. The mixture of African red bush and the zest of sweet oranges is a wonderful dessert tea that perfectly accompanies cakes, compotes and summer sorbets. Tip for hot days: let the tea cool down and refine it with fresh fruit.

Double chamber bag 32,4 g / RRP € 3,89

Rooibos Vanilla tea

No beating around the bush here: African Rooibos and fragrant vanilla are a stellar combination that only need each other and hot water. However, this blend gets us even more excited with a little honey and milk. It goes well with desserts and is a sweet contrast to spicy food. Opposites attract!

Double chamber bag 21,6 g / RRP € 3,89

Mate tea

We are passionate about Mate tea. Its smoky-sweet note comes from the gentle roasting of the leaves. The South American tea is traditionally served in a calabash, or gourd. We love it just as much in the cup. Not suitable as an evening tea, unless you are planning a late night.

Loose 90 g / RRP € 4,29

Lapacho tea

We have discovered an Inca treasure! The bark of the "tree of life" is collected from the wild. Discover this South American smoky-tangy tea as an alternative to black tea.

Preparation: Good tea takes time. Boil Lapacho tea for five minutes and then steep for 15 minutes. Your patience is rewarded with the rich flavour of this black tea alternative.

Loose 70 g / RRP € 3,69

NEW: Available from September 1st

The new Tea Advent Calendar: brewing anticipation

The Tea Advent Calendar has become a cherished tradition in the SONNENTOR range. Although the new edition will not be ready until September, the playful design makes the hearts jump a beat. 24 delicious teas accompany you through the most contemplative time of the year.



The new edition sparkles in the classic green and red Christmas colours. Open up the sides of the box and the lovingly designed Advent calendar becomes a festive display. Who would have thought that the animals in the forest will have a happy Advent get-together Advent? Inside are 24 fragrant teas - from fine herbal mixtures to aromatic dessert teas. Charming illustrations and short Christmas texts make every tea bag special. It's getting nearer Christmas, cup by cup. Contemplative thoughts and recipes on the SONNENTOR website complete the pre-Christmas season. Our tip: ideal as a gift!

Tea Advent Calendar organic 37.5 g / RRP € 4,99 Euro

More information about SONNENTOR:

www.sonnentor.com/press

Availability of products:

If you want to know, in which country certain products are available – please contact: presse@sonnentor.at

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