ROYAL TEA: English tradition in the of Tus

OUTLINE

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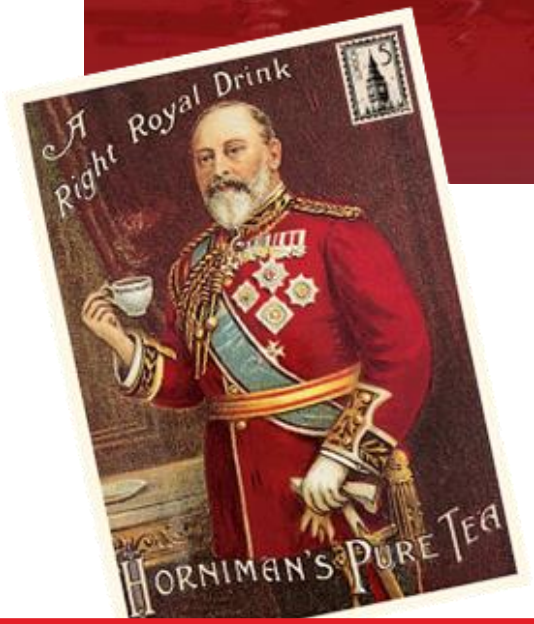
Up to point 5
≈10 min

YESTERDAY... IN UK



The history started in 1826, when Hornimans established in the UK his company.

Born as a tea seller, the original group became the biggest tea company at the end of the 19th century with Lyons-Tetley joint-venure.

The group spread around the World, including Luciana Pisa, in the heart of Tuscany - Italy

Curiosity: Hornimans invented a closure for boxes that guaranteed the content was pure tea and granted him the role of ufficial Royal Family supplier

TODAY IN TUSCANY

At the beginning of the 90's, the original group reduced investments abroad and cut the Italian branch

Sergio Lenzi, after more than 20 years of experience with the group, decided to continue such a long tradition and founded Royal Tea together with his family

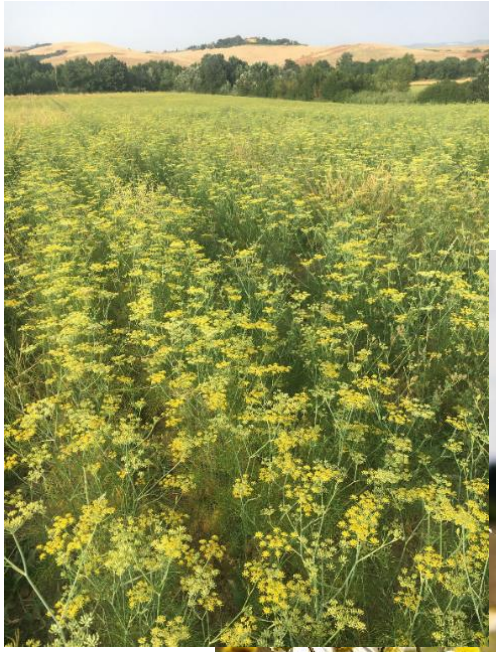
Royal Tea have been packing for all the most famous brands of the tea-world and some collaborations have been going on for over 25 years

The family of Royal Tea today includes Filippo Dodero, whose grandmother founded Maraviglia in the 60's. He and his family developed the business of the company named Everton, currently leader in Europe for Private Label co-packing

TODAY IN TUSCANY

Today Royal Tea offers a wide range of teas & tisane, ***including camomile & herbal teas from their plantations in Tuscany,*** *with a productive capacity of more than 500 M Teabag/Year*

TODAY IN TUSCANY



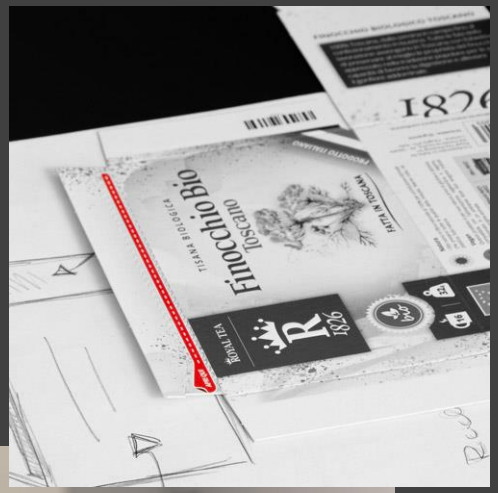
We are cultivating in Tuscany many plants like Fennel, Camomile, Mallow, Peppermint, and many others, which become the ingredients of our herbal-teas

OUR VISION

ORGANIC	SHORT SUPPLY CHAIN	FAIR TRADE	SUSTAINABILIT
▪ Healthy for the people	▪ Network of growers	▪ Attention to growers needs	▪ Compostable filter bags
▪ Healthy for the Planet	▪ Food culture	▪ Attention to suppliers needs	▪ Box without plastic & FSC
▪ Increasing demand	▪ Improved safety	▪ Fairness culture	▪ Paper recyclable envelope
▪ Restore balance to ecosystem	▪ Deliveries	▪ South & North	▪ Cartons without adhesive tape

OUR VISION

1. INTERNAL R&D
2. INGREDIENTS & RECIPIES SELECTION
3. SUPPLY CHAIN DEVELOPMENT
4. CUSTOMIZED FORMATS & SOLUTIONS



CERTIFICATIONS

1. ISO 22000 FSSC
2. CIC (COMPOSTABLE TEA-BAGS)
3. ORGANIC
4. FAIRTRADE
5. Demeter (co-packing)
6. JAS (co-packing)
7. FSC (sustainable paper source)
8. Patented box closing/opening
9. Special food (food supplement)

Luciana – 5 minutes from the factory

NEW DESIGN

Mallow & Rosehip

Wild blueberry

Fennel

Everyday

Ginger & Lemon

Good night

Draining

Digestive

Daily regularity

FAIRTRADE
ITALIA

NEW PRODUCT: CILIEGIA DI LARI IGP (Cherry)

WINTER PACKS

Thank you!

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