

CARMIÉN™

Rooibos tea



ROOIBOS TEA

“Carmién Tea brings you rooibos direct from the farm, grown socially just and sustainably.

Our innovative, flavourful and functional rooibos blends underpin our aspiration towards a life of health and wellbeing for all.”

MIENTJIE MOUTON, FOUNDER



WE OFFER

Carmién Tea offers rooibos, green rooibos, honeybush, green honeybush and a variety of flavours and blends in bulk, private label and various eco-friendly, plastic-free, compostable tea bag types to choose from.



ROOIBOS

All Carmién Tea Products are rooibos based (rooibos means “Red Bush” in Afrikaans) and is grown in the unique (60 000 ha) Western Cape region of South Africa. Rooibos is grown from seed or seedlings, from one cultivar only, *Aspalathus Linearis*. It is a needle-like bush with a deep tap root system and a 5 year life cycle, well known world-wide for its exceptional health benefits.

In May 2021 Rooibos became the first African food to receive the status of Geographical Indication (GIs), Regulation (EU) No 1151/2012, granting it the Protected Designation of Origin (PDO). Sixteen regions within the Western and Northern Cape of South Africa are the only regions where Rooibos can be grown and be called Rooibos Tea.

Our Carmién Rooibos tea farms are spread across these areas and together with our long-term contracted producers, we obtain Rooibos from all the specified regions.

ROOIBOS HISTORY

While travelling through Africa almost 250 years ago, Swedish naturalist Carl Thunberg, noticed local Khoisan inhabitants using rooibos as a beverage and this led to rooibos becoming an alternative drink to the very expensive black tea at the time. Around 1930 a local Clanwilliam doctor and nature lover Le Fras Nortier, with the help of patients and locals gathering rooibos seeds, succeeded in cultivating the first rooibos plants.

Since then its fruity, sweet taste, and naturally caffeine-free, low tannin status has resulted in rooibos being a cultural icon of South Africa. Surveys conducted in 2005 showed that Rooibos tea was one of the ten most frequently consumed foods in informal settlements in South Africa. Today it has widespread local and international appeal, not just for its unique location and taste, but due to its many excellent health benefits.

In November 2019 the world’s first industry-wide benefit-sharing agreement was launched in South Africa, recognising the Khoikhoi and San peoples as traditional knowledge holders to the uses of rooibos.



OUR VISION

Our vision is to make Carmién Tea the preferred rooibos brand in every household, by offering our consumers the finest selection of products, outstanding service, full traceability and a direct link to the farm.

More than a brand, Carmién Tea is also an experience, building strong and lasting customer relationships through tastings, food pairings and memorable interactions using leading edge product developments relevant to their lifestyles.

OUR VALUES

Our customers

Carmién Tea offers consumers a variety of products with numerous and significant health benefits and great taste.

We are committed to service excellence and high quality products at the best value.

Our environment

Carmién Tea offers full traceability and a direct link to the farm.

Through good agricultural practises, we create a sustainable model that conserves the vitality and diversity of the earth.

Our people

At Carmién Tea we dream, work, measure our progress, and set new goals.

With focused leadership, good management and the continuous training and development of our people, we strive to improve our efficiency and productivity to create wealth and a better future for all.

Carmién and our factory, Bergendal Rooibos, are authorized to offer the certifications and accreditations listed below:



Bergendal Rooibos, our partner and exclusive factory for Carmién, is a BRC certified factory.



Carmiën Rooibos blends are our “distinctive trademark” offering our customers more health and functional, active ingredients per cup of tea to benefit each stage of life. Great care, plus focus on the latest research, is spent to continuously provide imaginative and tasty new herb and spicy tea combinations.

OUR PROMISE



Carmiën is committed to the well-being of its workforce and local communities

Carmiën Tea is renowned for not only being a marketer of rooibos, but also one of the only brands that is producer, processor and marketer. This enables us to fully commit to environmentally safe farming, job creation and improving the lives of our farm workers. Our exclusive packing facility, Bergendal Rooibos, is 50 % owned by farm workers.

Ongoing projects to support communities working and living on our various farms range from childcare and education to health and nutrition, training and elderly care.



Carmiën is committed to quality products, freshness and exceptional taste.

All our products are produced according to international food safety regulations with a special focus on flavour and taste, and regularly tested by our internal Quality and Product Development team.

Carmiën natural rooibos has a delicate balance of sweetness on the nose, slight astringency and full smooth mouthfeel with a fruity caramel taste. Green rooibos is slightly more astringent with some caramel notes and a smooth mouthfeel.



Carmiën is committed to producing fully traceable rooibos direct from the farm.

Our Carmiën Rooibos blends are naturally caffeine free, high in anti-oxidants and mineral content and therefore an excellent drink to keep you hydrated throughout your day.

All Carmiën production conforms to the standards laid down by the BRC Global standard Certification system with regular testing done at critical control points to ensure a hygienic, safe product. The final product is independently tested by PPECB (Perishable Products Export Control Board) of the Department of Agriculture, before issuing the export certificate subject to products meeting the set specifications.

ROOIBOS AND GREEN ROOIBOS HEALTH PROPERTIES

- Rooibos is naturally caffeine free (unlike black & green tea).
- Kilojoule & preservative free therefore supporting weight-loss.
- Proven cancer-fighting properties in animal research studies.
- A good source of antioxidants and the only known source of the antioxidant aspalathin, which could play a role in combating several lifestyle diseases.
- Green (unfermented) rooibos is even higher in antioxidants with better antimutagenic (cancer-fighting) activities.
- Green rooibos is also used in beauty and nutraceutical products.
- The antioxidants in rooibos bind with free radicals to lower oxidative stress, combatting cholesterol, high blood pressure, heart diseases and type 2 diabetes.
- Alleviates allergies – asthma, hay fever, eczema.
- Low in tannin - doesn't interfere with iron absorption.
- Excellent for hyperactive children - babies from 6 months old can consume rooibos tea.
- A naturally relaxing drink at night assisting with a good night's sleep as it is soothing on the nervous system.
- Stomach and indigestion problems like nausea, vomiting, heartburn, stomach ulcers and constipation are relieved by drinking black rooibos tea.
- Anti-spasmodic, alleviating colic and stomach cramps in babies.
- Soothing effect on the skin, relieving itching and certain skin irritations like eczema, nappy rash and acne when directly applied to the affected area.
- Latest research indicates
 - that the application of rooibos on the skin after sunburn, can prevent permanent damage to the skin.
 - that you can increase the health benefits of a cup of rooibos by steeping for 10 minutes and longer or leaving the teabag in your cup.
 - that drinking 6 cups of rooibos daily improves health significantly.



Carmiën is committed to keeping its farms and work methods earth-friendly and safe.

We have several certifications including Organic, Rainforest Alliance and Fairtrade to ensure we comply with strict international regulations to help us protect our environment with sustainable farming practises for generations to come.

We offer eco-friendly packaging solutions e.g. recyclable outer packaging, compostable teabags and reusable teaware.

ROOIBOS: GRADING & TASTING CRITERIA

Cultivar: *Aspalathus Linearis*



- **Roobos Super Fine Cut (SFC):** The finest tea cut; strong cup infusion; typical sweet aroma with slightly more astringency; also known as a 'teabag' cut. Used for retail packaging. Volumetric density varies from 300ml/100g to 360ml/100g. Granules can be added to better the density should it be necessary.



- **Roobos Short Cut (SC):** A slightly coarser cut than SFC; smooth; typical sweet aroma; amber cup infusion, and mainly sold for certain packed tea products when blended with other herbs and/or fruit teas.



- **Roobos Long Cut (LC):** A longer tea leaf cut; 3mm - 6mm and uniform in cut size; smooth; typical sweet amber cup, and mainly sold as 'loose' tea but also an excellent base for blended (loose) fruit & herbal teas in pyramid bags.



- **Roobos Choice Grade (CH):** Available in a coarser or finer 'teabag' cut; contains more stem; finer cut mainly used for teabags and the coarser cut for (tagless) teabags or pyramid teabags, where coarser cuts beautifully display the visual elements of the ingredients.



- **Roobos Recycle Grade (REC):** These are customized grades prepared from a certain percentage re-worked products according to customers preferences.



- **Roobos Powder (Dust):** The very fine powder sifted out during processing from all grades; also used for manufacturing of espresso mixes and granulates. Rich in flavour and high in density.



- **Roobos Micro Powder:** Finely milled rooibos powder used in smoothies, shakes, over cereal or for culinary uses; does not dissolve completely in liquids.



GREEN ROOIBOS: GRADING & TASTING CRITERIA

Green Rooibos is unfermented, thus have not gone through the fermentation (oxidation) process which turns the green leaves into a red/brown colour. It is therefore also higher in antioxidants with increased benefit. The pH levels of unfermented rooibos is slightly higher than fermented rooibos.



- **Green (unfermented) Rooibos Super Fine Cut (SFC):** Typical light cup infusion; green taste with caramel notes; can be used for 'teabag' packing; density is usually less than that of fermented red rooibos tea.



- **Green (unfermented) Rooibos Long Cut (LC):** Light cup infusion; green taste with caramel notes; used and mainly sold as 'loose' tea but also an excellent base for blended (loose) fruit & herbal teas.



- **Green (unfermented) Rooibos powder (Dust):** The very fine powder sifted out during processing from all grades; also used for manufacturing of espresso mixes and granulates; rich in flavour and high in density.



- **Green (unfermented) Rooibos Micro Powder:** Finely milled rooibos powder used in smoothies, shakes, over cereal or for culinary uses; does not dissolve completely in liquids.



HONEYBUSH

Honeybush is also a unique herbal tea from SA, grown more towards the South West and Eastern Coast Districts of South Africa.

The flowers of the honeybush shrub have a honey-like smell, hence the name. Honeybush (also caffeine free) is sweeter and fuller bodied than rooibos, a taste often described as floral, lightly roasted, similar to honey.

Unfermented Green Honeybush has not undergone the fermentation process that gives it its distinct red colour. Green Honeybush is therefore also higher in antioxidants with increased health benefit. pH levels of unfermented Honeybush is slightly higher than fermented Honeybush.



HONEYBUSH: GRADING & TASTING CRITERIA

Cultivar: A blend of different Honeybush cultivars like Cyclopia Intermedia, -Subternata, -Genistoides, -Sessiliflora and -Longifolia.



- **Honeybush Super Fine Cut (SFC):** Honeybush is a full bodied herbal tea with spicy notes; the different cultivars have different flavour profiles and a blend ensures best consistency; the fine cut is used for 'teabag' packaging.



- **Honeybush Coarse Cut (CC):** Though fermented, has a light cup infusion with a full body flavour profile; used and mainly sold as 'loose' tea but also an excellent base for blended (loose) fruit & herbal teas; used in pyramid teabags and loose blends.



- **Green (unfermented) Honeybush Super Fine Cut (SFC):** Light cup infusion; full smooth flavour profile; can be used for teabag packaging.



- **Green (unfermented) Honeybush Coarse Cut (SC):** Light cup infusion still with a full smooth flavour profile; used and mainly sold as 'loose' tea but also an excellent base for blended (loose) fruit & herbal teas; used in pyramid teabags and loose blends.



CARMIÓN TEA BULK PRODUCT LIST

CUTS	ABBREVIATION	KG PER BAG	KG PER PALLET	20 GP	40 GP
ROOIBOS LONG CUT	LC	16 KG / 16.5KG / 17 KG	800 KG / 825 KG / 850 KG	8,000 KG / 8,250 KG / 8,500 KG	16,000 KG / 16,500 KG / 17,000 KG
ROOIBOS SHORT CUT	SC	18 KG	900 KG	9,000 KG	18,000 KG
ROOIBOS SUPER FINE CUT	SFC	18 KG	900 KG	9,000 KG	18,000 KG
ROOIBOS CHOICE	CH	18 KG	900 KG	9,000 KG	18,000 KG
ROOIBOS RECYCLE	REC	18 KG	900 KG	9,000 KG	18,000 KG
ROOIBOS DUST	DUST	20 KG / 25 KG	1,000 KG	10,000 KG	20,000 KG
GREEN ROOIBOS SUPER FINE	SFC	18 KG	900 KG	9,000 KG	18,000 KG
GREEN ROOIBOS SHORT CUT	SC	17 KG / 16.5 KG	850 KG / 825 KG	8,500 KG / 8,250 KG	17,000 KG / 16,500 KG
GREEN ROOIBOS LONG CUT	LC	17 KG / 16.5 KG	850 KG / 825 KG	8,500 KG / 8,250 KG	17,000 KG / 16,500 KG
HONEYBUSH SUPER FINE	SFC / SC	18 KG	900 KG	9,000 KG	18,000 KG
HONEYBUSH COARSE CUT	CC	16 KG / 20 KG	800 KG / 1000 KG	8,000 KG	16,000 KG

**Loose packing, without pallets, is also an option. *Less Container Loads (LCL) also an option, however additional admin fees will be applicable. Tea cuts listed below are available in both Organic (USDA, JAS & EOS) and Conventional (UTZ, FAIRTRADE, RAINFOREST & VEGAN).*

CONTACT US

International Trade Enquiries: +27 (0) 22 921 8900 | admin@carmientea.co.za | www.carmientea.com

Carmiën Tea (Pty) Ltd, Bergendal Farm, Paleisheuwel Road, Citrusdal, South Africa, 7340

www.carmientea.co.za

www.carmientea.com

