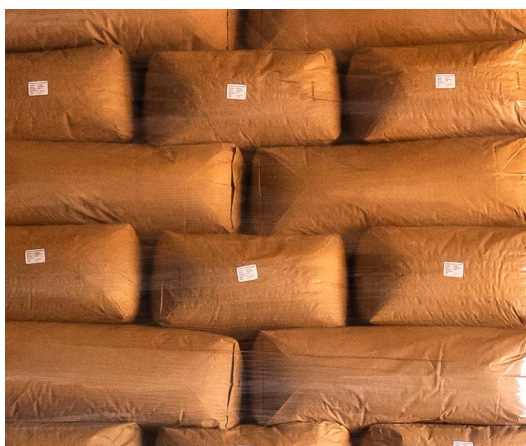


# CARMIÉN™

Rooibos tea

## BULK PRODUCTS AND SERVICES

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# WHAT WE OFFER

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Carmiën Tea is a fully integrated Rooibos supplier. We grow, process, pack, and export Rooibos, giving clients full traceability and consistent quality from crop to cup. Our business model ensures competitive pricing, supply security, and direct access to origin. With a focus on sustainable farming and ethical sourcing, our products can be found in both organic and conventional form. Our organic products are certified for standards including JAS Organic, Rainforest Alliance and Fairtrade.

## CARMIËN TEA BULK OFFERINGS:



**ROOIBOS**



**GREEN  
ROOIBOS**



**HONEYBUSH**



**BUCHU**



**VARIOUS  
INGREDIENTS  
AND TEA  
BLENDS**

## OTHER PRODUCT OFFERINGS:



**BULK  
PRODUCTS**



**BRANDED  
PRODUCTS**



**PRIVATE  
LABEL  
PRODUCTS**

All products are eco-friendly, with various plant-based compostable teabags.



# WHY ROOIBOS



Rooibos is a caffeine-free herbal tea grown only in South Africa. It's a natural ingredient with growing demand in the health and wellness market. For manufacturers, retailers and wellness brands, Rooibos offers a clean-label, functional raw material that's easy to use across product categories, from teas and supplements to skincare and food blends.

Known for its smooth, slightly sweet, and nutty flavour profile, Rooibos features earthy, woody, and honey-like notes, with occasional hints of floral or caramel. Unlike traditional black or green tea, Rooibos is naturally caffeine-free and low in tannin with lower astringency. Rooibos makes up 30% of the South-African tea category and has become a cultural symbol in South Africa. Its popularity continues to grow globally, driven by both its taste and widely recognised health benefits.

## KEY BENEFITS OF ROOIBOS



### **RICH IN ANTIOXIDANTS**

Rooibos helps protect cells from damage, thanks to its powerful antioxidant content.



### **GOOD FOR YOUR HEART**

It can improve cholesterol levels by reducing bad (LDL) cholesterol and increasing good (HDL) cholesterol.



### **SUPPORTS BLOOD SUGAR REGULATION**

Rooibos has shown potential to lower blood glucose, making it relevant for diabetes-friendly products.



### **SKIN-FRIENDLY PROPERTIES INFLAMMATION**

Its natural compounds can help calm inflammation in the body.



### **NATURALLY CAFFEINE-FREE**

Gentle on the stomach and suitable for all ages, including children and those sensitive to caffeine.

All Carmién Tea Products are Rooibos-based (Rooibos means "Red Bush" in Afrikaans) and are 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 worldwide for its exceptional health benefits.



In May 2021, Rooibos became the first African food to receive the status of Geographical Indication (GI), 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 named "Rooibos".

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: GRADING & TASTING CRITERIA

Cultivar: *Aspalathus Linearis*

Carmién Tea produces high-quality Rooibos with a strong focus on consistency and customer needs. We tailor our product range to match specific customer needs. Our offering includes a variety of Rooibos cuts, each with its own composition and taste profile, ideal for everything from teabags and loose-leaf products to extracts and blends. Our skilled team follows strict quality control procedures at every step. We test and evaluate each batch to make sure it meets our high standards. All our Rooibos is processed in a facility certified under **FSSC 22000, HACCP, and Organic standards (EU, USDA, JAS)**.

These certifications ensure food safety and product integrity across all cuts and formats.



**Rooibos Super Fine Cut (SFC):**  
The finest tea cut; 0.5mm - 2mm; strong cup infusion; typical sweet aroma with slightly more astringency; also known as a 'teabag' cut. Used for retail packaging. Volumetric density varies from 300 ml/100 g to 360 ml/100 g. Granules can be added to better the density, should it be necessary.



**Rooibos Short Cut (SC):**  
A slightly coarser cut than SFC; 0.5 mm - 2.5 mm; smooth; typical sweet aroma; amber cup infusion, and mainly sold for certain packed tea products when blended with other herbs and/or fruit teas.



**Rooibos 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 teabags.



**Rooibos Choice Grade (CH):**  
Irregular cut size, 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.



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



**Rooibos Powder:**  
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.



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



Scan code for more on rooibos

# GREEN ROOIBOS: GRADING & TASTING CRITERIA

Cultivar: *Aspalathus Linearis*

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; 0.5mm - 2mm; 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; 3mm - 6mm; 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:

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.

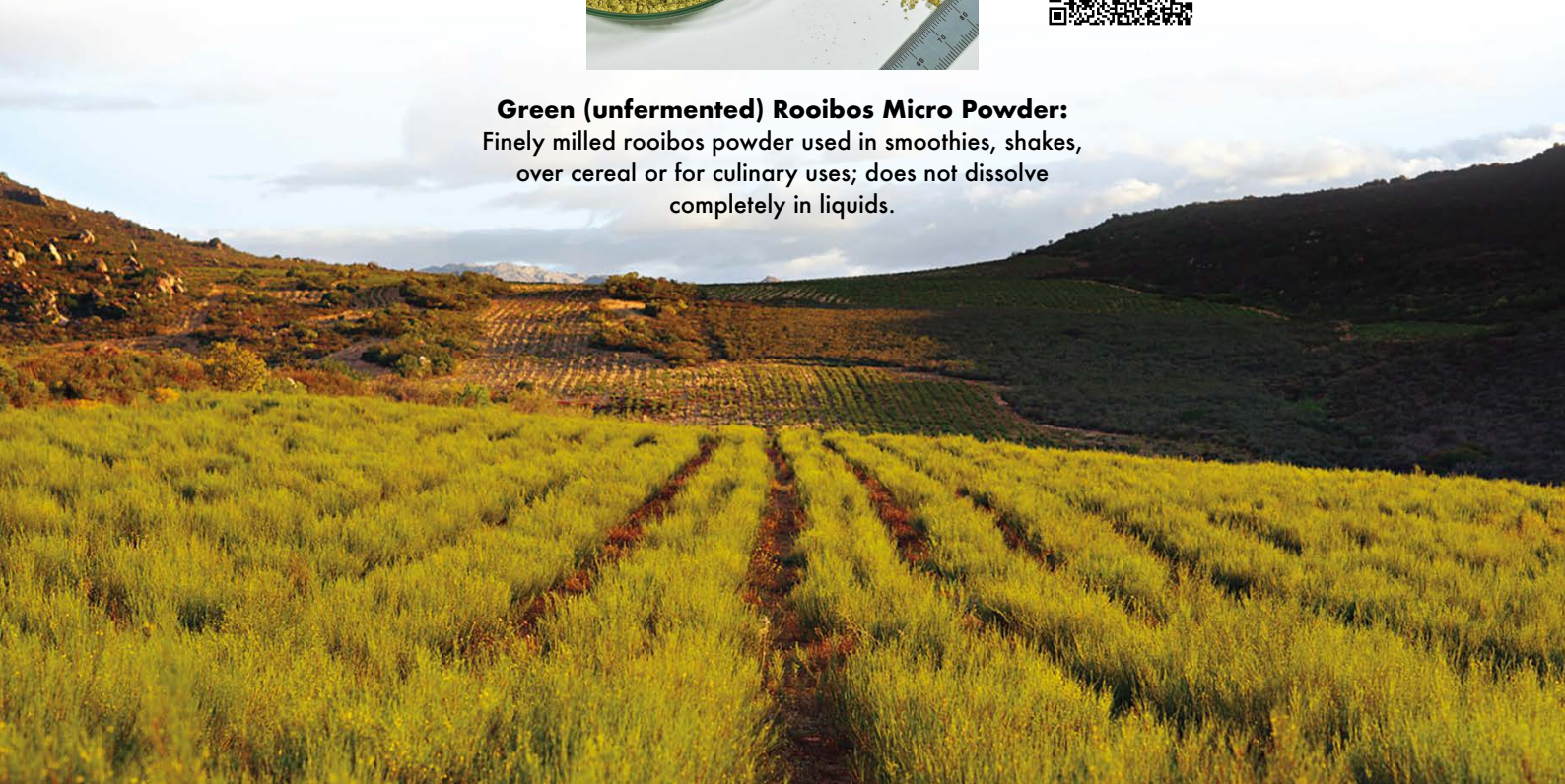


## Green (unfermented) Rooibos Micro Powder:

Finely milled rooibos powder used in smoothies, shakes, over cereal or for culinary uses; does not dissolve completely in liquids.



Scan code for more on green rooibos



# ROOIBOS ESPRESSO



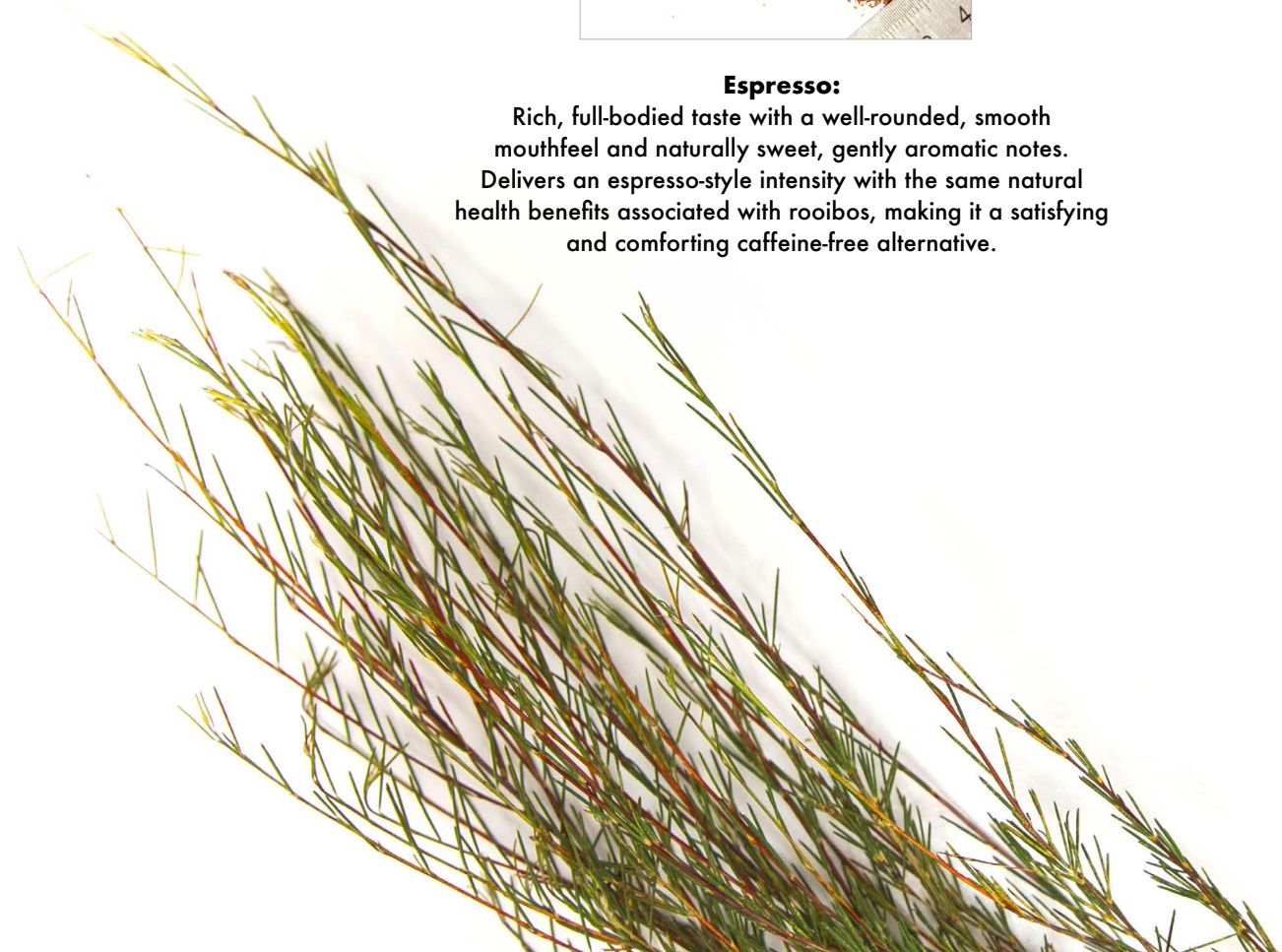
Carmién Rooibos Espresso is a finely ground, speciality rooibos cut developed for espresso-style extraction in bulk applications. Designed for use in moka pots, AeroPress, French press, filter and espresso machines, it delivers a bold aroma with a smooth, full mouthfeel and the naturally sweet, rounded flavour rooibos is known for. Made from high-quality, traceable South African rooibos, it offers a consistent, caffeine-free base for café beverages, retail concepts and wellness-focused ranges. Supplied in bulk, Carmién Rooibos Espresso gives partners reliable quality, versatile usage and an easy way to differentiate with a rooibos-forward espresso alternative.

## ESPRESSO: TASTING CRITERIA



### **Espresso:**

Rich, full-bodied taste with a well-rounded, smooth mouthfeel and naturally sweet, gently aromatic notes. Delivers an espresso-style intensity with the same natural health benefits associated with rooibos, making it a satisfying and comforting caffeine-free alternative.



# HONEYBUSH



Honeybush is also a unique herbal tea from South Africa, 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 is sweeter, naturally caffeine-free and fuller bodied than Rooibos, a taste often described as floral, lightly roasted and similar to honey. It is made from Cyclopia species, with Cyclopia subternata (vleitee) and Cyclopia genistoides (kustee) being the most common commercially cultivated varieties, while Cyclopia intermedia (bergtee) is most often used in wild harvesting. Unfermented Green Honeybush has not undergone the fermentation process that gives it its distinct red colour. Therefore, it is also higher in antioxidants, with increased health benefits. The pH levels of unfermented Honeybush are slightly higher than those of fermented Honeybush.

## HONEYBUSH: GRADING & TASTING CRITERIA



**Honeybush Super Fine Cut (SFC):**  
Honeybush is a full bodied herbal tea with spicy notes; 0.5mm - 2mm; 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; 0.5mm - 2mm; full smooth flavour profile; can be used for teabag packaging.



**Green (unfermented) Honeybush Coarse Cut (CC):**  
Light cup infusion still with a full smooth flavour profile; 0.5 mm- 2.5 mm; 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.



Scan code for  
more on honeybush

# BUCHU



Buchu is a medicinal plant that grows in the Cederberg region of South Africa. It has been used for centuries to help with kidney, bladder and joint problems. Today, it is made into teas, waters, oils and capsules. Buchu is a natural anti-inflammatory and diuretic, helping to flush out toxins and support overall health. It can be used for conditions like arthritis, high blood pressure and urinary infections. Buchu also has a fresh, herbal taste and is sometimes added to food, drinks and perfumes. It is grown as part of the Cape Floral Kingdom, a protected biodiversity area.

## BUCHU: GRADING & TASTING CRITERIA



### **Buchu Fine Cut (FC):**

Made from air-dried leaves and stalks of the Buchu plant, milled and sieved to a uniform size ideal for teabag packing. This grade offers a consistent particle size with a balanced mix of leaf and stem, perfect for large-scale tea production.



### **Whole Round-Leaf Buchu:**

Consists of air-dried leaves with most of the stalks removed during processing. This clean, high-quality cut is ideal for tea blends, infusions and bulk packaging.



Scan code for  
more on buchu



# HEALTH BENEFITS & USES

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## ROOIBOS

### HEALTH BENEFITS:

- Naturally caffeine-free, ideal for relaxation and sleep
- Rich in antioxidants like aspalathin and nothofagin
- Supports heart health, lowers cholesterol and blood pressure
- Helps regulate blood sugar, supports type 2 diabetes
- Anti-inflammatory and antispasmodic for digestive relief
- Supports immune function and skin health
- May aid in weight management
- Low in tannins, won't affect iron absorption
- Helps reduce stress and support mood



### USES:

- Safe from six months old, ideal for children
- Enjoy hot or iced, plain or with milk or honey
- Can be applied to skin for irritation
- Recommended 3-6 cups daily



## GREEN ROOIBOS

### HEALTH BENEFITS:

- Higher antioxidant content than fermented rooibos
- Supports heart, liver and cognitive function
- Aids blood sugar control and reduces inflammation
- Popular in skincare and wellness products



### USES:

- Ideal in detox, antioxidant and energy blends
- Suitable for daily brewed tea
- Used in supplements, skincare and health drinks

# HEALTH BENEFITS & USES



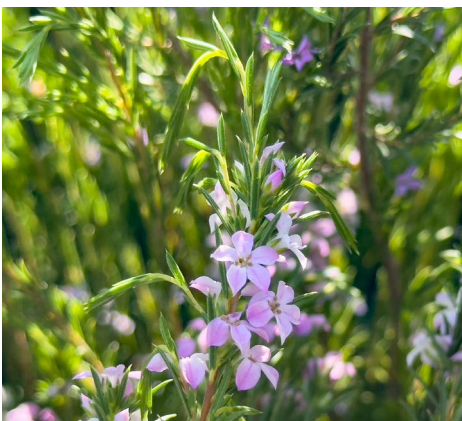
## HONEYBUSH

### HEALTH BENEFITS:

- Naturally caffeine-free and low in tannins
- Rich in antioxidants and phyto-oestrogens
- Supports heart, bone and digestive health
- May ease menopausal symptoms and balance hormones
- Helps regulate blood sugar and support respiratory function
- May assist in cancer prevention and healthy ageing

### USES:

- Calming daily tea for all ages
- Enjoy hot or cold, plain or with milk or honey
- Common in wellness blends and skincare formulations



## BUCHU

### HEALTH BENEFITS:

- Naturally caffeine-free and sugar-free
- Natural diuretic, supports kidney and urinary health
- Antiseptic, antibacterial, anti-fungal and anti-inflammatory
- Helps with joint pain, gout, arthritis and skin conditions
- May support blood pressure, blood sugar and heart health
- Natural antihistamine and antiviral properties

### USES:

- Used in detox, immune and joint relief blends
- Suitable for daily use as a wellness tea
- Can be applied topically or consumed
- Often combined with rooibos or honeybush

# FOR YOUR BUSINESS

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## BULK PRODUCTS

We offer bulk Rooibos, Green Rooibos, Honeybush and Buchu for use in food, beverage, nutraceutical and cosmetic applications. We supply in bulk formats and grades to meet manufacturing, blending, or private label needs.



## OUR BRANDS

We supply retail-ready Carmien and LMC-branded rooibos products for international wholesale and retail. The range includes pure and functional rooibos blends in organic and conventional formats. We also offer branded teaware and gift items, which are ideal for retail, distribution or hospitality.

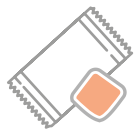


## PRIVATE LABEL PRODUCTS

Carmien's private label service makes it easy to develop your own rooibos product, backed by our internal product development team. With over 200 SKUs across our own brands, we stay on top of global health trends, flavour innovations and functional ingredients. Choose from Rooibos, Green Rooibos, Honeybush or Buchu. Customise your blend, flavour, cut and packaging. We handle everything in-house, from sourcing to processing, packing and export, with full traceability and strict quality control. Partner with us and bring a unique, functional rooibos product to market.



## AVAILABLE FORMATS:



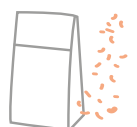
Teabags  
in pouches



Teabags in  
display cartons



String & tag  
teabags in  
envelopes



Loose tea  
packaging

# FOOD SAFETY AND CERTIFICATIONS

All Carmién ingredients are grown in South Africa's Cederberg region and processed at our own BRCGS-accredited facility. We ensure full traceability from farm to final product, with strict adherence to international food safety and quality standards. Our Rooibos is naturally caffeine-free, rich in antioxidants, low in tannins and suitable for all ages, including those with sensitive stomachs.

We source, grow and pack Rooibos ourselves. This means we know exactly where it comes from and how it is made, from the soil right through to the final product. Our farms are based in the Cederberg region of South Africa, the only place in the world where Rooibos can grow.

We offer bulk Rooibos, Green Rooibos, Honeybush, Buchu and blends in different cuts and formats to suit your product requirements. Every product is carefully checked to make sure it meets top international food safety standards. We are certified organic and Fairtrade, as well as conform to the standards of Rainforest Alliance, NSF and FSC.

Carmién Tea is about doing things properly with care so that our clients get the best Rooibos every time.

## CERTIFICATIONS

**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.*



# WHY CHOOSE CARMIÓN

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At Carmión, our vision is to be the preferred sustainable rooibos supplier guided by a commitment to people, planet, and quality.



## **SUSTAINABLY GROWN**

We grow and harvest our rooibos using responsible farming practices that protect the land and support future generations.



## **CERTIFIED QUALITY**

Every batch meets rigorous international standards. Our facility is independently audited for safety, hygiene, and consistency.



## **CONSISTENT FLAVOUR**

We process and blend for maximum freshness, ensuring your customers experience the same flavour every time.



## **FULL TRACEABILITY**

From field to final pack, our vertically integrated process ensures complete transparency and supply chain control.

From crop to cup, every step of our journey is rooted in care. Our rooibos is grown, harvested, and processed with precision to ensure each cup contains consistent flavour and freshness. Our strict controls meet international certification standards, so we can guarantee the highest quality. We're regularly audited by independent bodies to uphold our promise of sustainability, transparency, and traceability, in every box of tea we deliver.



# OUR VISION

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To establish Carmién Rooibos Tea as the preferred sustainable Rooibos supplier, with our clients and customers at the heart of what we do.

# OUR MISSION

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To build long-lasting and strong client & customer relationships through:

- Outstanding customer-focused service.
- Offering the finest selection of Rooibos products.
- Offering a direct link to the farm with full traceability from crop to cup.
- Valuing our people in all that we do, supporting significant social development programmes.
- Innovative product development that support a healthy lifestyle, naturally.
- Making every Rooibos moment memorable.



# OUR PROMISE

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**Our customers are at the heart of everything we do.**

Our customers are at the heart of everything we do. We listen carefully and are always striving to deliver the best possible Rooibos experience. Your feedback shapes our products and inspires us to keep innovating. At Carmién, every decision starts with our customers, because our tea is made to be enjoyed by people who care about quality, taste, and wellbeing.



**We select only the finest rooibos leaves and process them with care.**

High-quality rooibos is naturally sweet and smooth, with no bitterness or aftertaste. At Carmién, we select only the finest leaves and process them with care, so every cup is fresh, aromatic, and full of flavour. The result is rooibos that's bright, pure, and delicious – proof of our commitment to quality in every step from crop to cup.



**We believe in uplifting our workers and their families.**

We believe in uplifting our workers and their families. That's why we support children from just 3 months old in our Early Childhood Development Centres, and offer after-school care, skills training, and social development for over 4000 beneficiaries. Our commitment means every Carmién product directly supports these communities.



**We look after the land as much as we look after our people.**

We look after the land as much as we look after our people. Half of our shareholder-producers' farmland remains wild, preserving the unique Fynbos Floral Kingdom of South Africa. Sustainable farming guides everything we do – from organic practices to water conservation.



# CARMIÉN TEA BULK PRODUCT LIST

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CUTS	ABBREVIATION	KG PER BAG	KG PER PALLET	20 GP	40 HC
ROOIBOS LONG CUT	LC	16.5 KG	825 KG	8250 KG	16500 KG
ROOIBOS SHORT CUT	SC	18 KG	900 KG - 20 GP 990 KG - 40 HC	9000 KG	19800 KG
ROOIBOS SUPER FINE CUT	SFC	18 KG	900 KG - 20 GP 990 KG - 40 HC	9000 KG	19800 KG
ROOIBOS CHOICE	CH	18 KG	900 KG - 20 GP 990 KG - 40 HC	9000 KG	19800 KG
ROOIBOS RECYCLE	REC	18 KG	900 KG - 20 GP 990 KG - 40 HC	9000 KG	19800 KG
ROOIBOS POWDER	DUST	20 KG / 500 KG	1000 KG	10000 KG	20000 KG
GREEN ROOIBOS SUPER FINE	SFC / SC	18 KG	900 KG - 20 GP 990 KG - 40 HC	9000 KG	19800 KG
GREEN ROOIBOS LONG CUT	LC	16.5 KG	825 KG	8250 KG	16500 KG
HONEYBUSH SUPER FINE	FC	18 KG / 20 KG	900 KG / 1000 KG	9000 KG / 10000 KG	18000 KG / 20000 KG
HONEYBUSH COARSE CUT	CC	16 KG / 20 KG	800 KG / 1000 KG	8000 KG / 10000 KG	16000 KG / 20000 KG
BUCHU LEAVES	Leaves	15 KG	240 KG	2400 KG	4800 KG
BUCHU SUPER FINE CUT	SFC	20 KG	720 KG	7200 KG	14400 KG
ROOIBOS ESPRESSO	Espresso	18 KG	900 KG	9000 KG	19800 KG



# CARMIÉN™

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



## CONTACT US

[quality2@carmientea.co.za](mailto:quality2@carmientea.co.za)

International Trade Enquiries: +27 (0) 22 921 8900

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

[www.carmientea.com](http://www.carmientea.com)