

Hälssen & Lyon

The World of Tea Under One Roof

Hälssen & Lyon is one of the leading tea companies in Europe. The family-run firm, founded in 1879, is held in high esteem around the world because of its more than 130 years of experience in the tea business. The company is deemed to be the innovator of the tea industry.

The Hälssen & Lyon slogan “The world of tea under one roof” describes the range and variety of products and services offered to customers.

“In addition to the world-wide trade in tea, herbal and fruit infusions we produce blends marked by outstanding consistency and a wide range of flavoured teas,” Fabian von Bülow, head of private label sales, told STiR. “Hälssen & Lyon’s product line includes premium packaging concepts and sustainable packaging solutions. From big bags to double-chamber teabags, all kind of packaging is possible, from 1.5g up to 800kg. Packaging is becoming increasingly important in relation to the overall marketing effort, it is a growing market which complements our portfolio perfectly.”

With a capacity of over 15,000 tons, Hälssen & Lyon’s warehouse in Hamburg-Allermöhe is the largest storage and production facility for specialty teas in the world.

“Safety and quality of our products and services are top priority,” von Bülow confirmed. “We continuously upgrade our IFS (higher level) certified production processes. By doing so we are able to meet the expectations of our customers, from

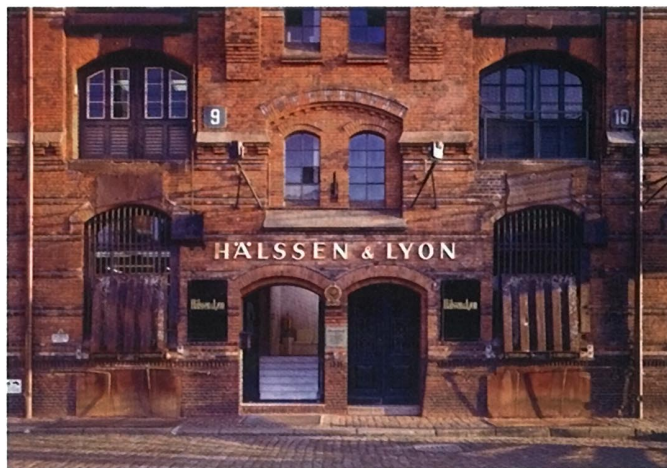


The Hälssen & Lyon warehouse in Hamburg-Allermöhe is the world’s largest storage and production facility for specialty teas

specialized shops, food industry and private labels for retailers.”

The company supplies all kinds of teas and extracts in keeping with its “The world of tea under one roof” motif, as well as herbal and fruit infusions.

“We provide built-to-order manufacturing, cutting, cleaning, sorting by color and shape, germ reduction, disinfection, homogenization, flavoring, market research and trend analysis,



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packaging design and new concept development, individual advice on regulatory affairs and tea education,” von Bülow told us.

Training is another important component of Hälssen & Lyon’s efforts. The company provides tea tasting sessions, tea seminars and information about the tea market in general.

Imports from all origins

Hälssen & Lyon trades in conventional, fairtrade, organic and Rain-forest Alliance teas, purchasing product directly from the farm gate and through traders.

“We purchase from more than 130 countries, including China, India, Kenya, Sri Lanka,” von Bülow said.

Describing in-house tasting procedures, von Bülow explained that: “for original teas we use traditional quality tasting procedures – 2.86g of tea with 110-120ml of boiled water, brewing time five minutes. For herbal and fruit blends we conduct tasting in line with end-user practices, 1.75g to 2g with 200ml of boiled water, brewing time five minutes.”

Hälssen & Lyon blends are created with the help of sensory, visual and volume-related characteristics. Once perfected, the sample will be produced in big volumes.

“Consistency can be achieved by conducting regular tea tastings and by buying the original tea according to the specifications of the Mastersample,” von Bülow explained, adding that apart from tea, herbs, spices and fruit pieces and flowers might be introduced into a blend.

“We offer all kinds of blends upon customers’ request,” von Bülow said, “Including herbal blends without caffeine, and so-called warm flavors like coconut and hazelnut, chocolate in combination with Chai quite popular at the moment.”

Hälssen & Lyon has subsidiary companies in the US and the Russian Federation.