

ALTHAUS

LOOSE TEA RELAUNCH

A SIGNIFICANT ADVANCEMENT
FOR YOUR TEA SELECTION



ALTHAUS

We are excited to introduce the relaunch of our Althaus Loose Tea product line - featuring improved packaging, optimized handling, and a modern design that is both functional and sustainable.



New look, proven quality

To provide customers and guests with an even better tea experience, we are transitioning from the previous bags and tinplate tins to high-quality paper tins with tinplate bottoms and lids.

This packaging solution offers key advantages:

Hygiene & Aesthetics:

An empty paper tin is simply replaced with a new one - always clean, without residue from previous tea varieties, and with a flawless appearance.

Sustainability

The paper tin consists of up to 80% recycled paper without fresh fiber. The lid and aroma membrane are made of pure metal and are fully recyclable within the circular economy.





What has changed?



Assortment of 40 blends

Some with new names
and adjusted ingredients

11 organic teas

Including the new variety
Organic Classic Herbs



All blends are naturally vegan,
gluten-free, and lactose-free

New item numbers

Now with an “L” before the previous
number and updated EAN codes

International
communication

Product information available in
6–8 languages directly on the paper tin

Access to over 40 additional
languages via QR code

New displays for
optimal presentation

Wooden display for three paper tins
– expandable

Metal display for eight paper tins
– ideal for a modern tea buffet



Why this change?

Our previous storage tins often presented practical challenges:

Improved readability & clarity

Previously, important product information was only available in two languages and often difficult to read. Now, we provide a clear, highly visible design with all essential details in up to eight languages.

Longer shelf life & appealing appearance

Tins dented easily, making lids difficult to close and the tea display unattractive. The new cans ensure a high-quality, aesthetically pleasing presentation.

Optimized hygiene & handling

Previously, tea had to be transferred from bags into tins – causing residue to build up, mixing different teas, or contamination. Our new paper tin offer a fresh, hygienic, and practical solution – simply replace the empty tin with a new one.

Better guidance for guests

The printed tea leaf picture provides a visual help for tea selection. Preparation instructions are clearly visible directly on the tin.





Organic varieties enrich the selection

The 11 organic varieties cover all tea categories and are suitable both as a standalone assortment and in combination with conventional blends.

All ingredients marked with an asterisk origin from controlled organic cultivation by certified producers. It involves a closed and natural cycle of cultivation in which the plants find protection against pests by natural means, and the fertile soil is not overly depleted. For example, only mulch fertilizes the fields.

Regular checks and analyzes ensure product safety.



DE-ÖKO-009
EU-/Non-EU
Agriculture

BLACK TEA

L1100	ASSAM MALTY CUP	  	250 g × 6
L1105	GOLDEN ASSAM FTGFOP	  	225 g × 6
L1200	DARJEELING SPRING LEAVES	    	225 g × 6
L1205	DARJEELING SUMMER LEAVES	    	225 g × 6
L1305	ENGLISH BREAKFAST ST. ANDREWS	  	250 g × 6

FLAVORED BLACK TEA

L2005	IMPERIAL EARL GREY	  	225 g × 6
L2010	BLUE EARL GREY	   	225 g × 6
L2012	EARL GREY SUPREME	  	250 g × 6
L2050	MOUNTAIN HERBS	  	250 g × 6

FRUIT INFUSION

L5000	RED FRUIT FLASH	  	250 g × 6
L5005	MANILA MANGO	  	250 g × 6
L5010	SUMMER FRUITS	  	250 g × 6
L5020	WILDKIRSCH	  	250 g × 6
L5025	SICILIAN ORANGE	   	250 g × 6
L5035	PERSISCHER APFEL	  	250 g × 6
L5050	PALM BEACH	  	250 g × 6
L5055	SWEET NOVEMBER	  	250 g × 6
L5065	ALMOND PIE	  	250 g × 6
L5070	KIWI COLADA	  	250 g × 6
L5080	COCO WHITE	  	250 g × 6

GREEN TEA

L3200	GREEN DARJEELING	   	225 g × 6
L3415	GUNPOWDER ZHU CHA	  	250 g × 6
L3600	SENCHA SENPAI	   	225 g × 6
L4005	JASMINE TING YUAN	  	250 g × 6

FLAVORED GREEN TEA

L3435	MILK OOLONG	  	250 g × 6
L4025	CASABLANCA MINT	   	175 g × 6
L4035	GRÜN MATINEE	  	200 g × 6
L4045	GINSENG FLIGHT OF DRAGON	  	200 g × 6

HERBAL INFUSION

L6000	WELLNESS CUP	  	100 g × 6
L6005	GINSENG VALLEY	  	175 g × 6
L6010	CHAMOMILE MEADOW	  	75 g × 6
L6015	BAVARIAN MINT	  	75 g × 6
L6020	FRENCH ROSE	  	100 g × 6
L6030	JAPANESE LINDEN	  	100 g × 6
L6035	GINGER BREEZE	   	225 g × 6
L6045	LEMON MINT	   	150 g × 6
L6050	HERBAL TEMPTATION	  	175 g × 6
L6055	CLASSIC HERBS	   	150 g × 6

ROOIBOS TEAS

L6205	ROOIBOS VANILLA TOFFEE	  	250 g × 6
L6215	ROOIBOS SWEET ORANGE	   	250 g × 6



With the relaunch of Althaus Loose Tea, we are setting new standards for quality, sustainability, and effortless handling – creating a tea selection that delights both guests and hosts!



Do you have any questions?

Contact us, we are happy to assist you.



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