



  
**ROOIBOS**



# Who is Rooibos Limited?

# The world's first & finest

Rooibos Limited started way back in 1954 as the Rooibos Tea Control Board – established to regulate marketing and improve quality control of this exciting burgeoning industry.



Over the space of decades, the company has expanded globally to become the preferred supplier of Rooibos to over 45 countries and in 1993, the board was privatised, establishing the company with its current name.

Of course, the story of this singular South African tea began much earlier than this...



# A history as colourful as its homeland

Known as 'nature's great gift of the Cederberg', this bush has long thrived in this small but botanically rich region of the Western Cape in South Africa. But 1904 was a pivotal year.

## **Russian immigrant Benjamin Ginsberg realised the enormous potential of this medicinal, fragrant plant.**

Descended from generations of tea traders, Ginsberg was well-equipped to introduce Rooibos to a world far beyond its humble origins. However, he was hampered by the fact that Rooibos was not yet commercially cultivated, but harvested from the wild.

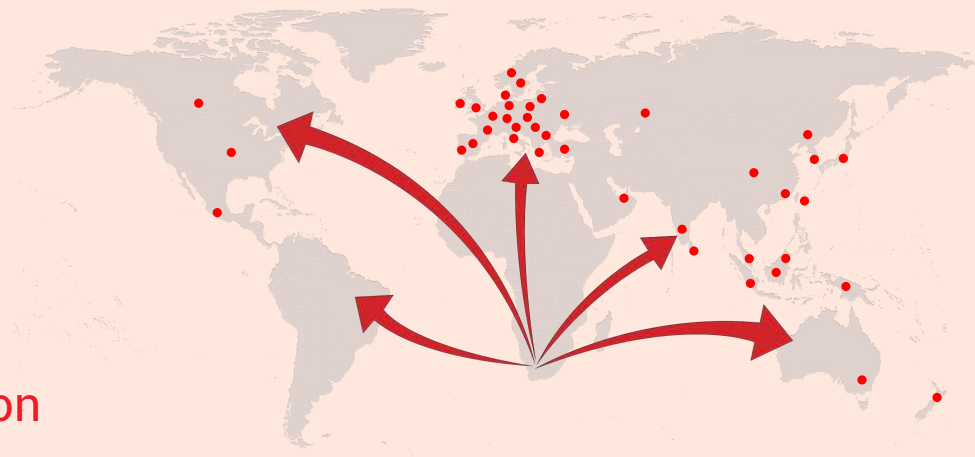
In 1930, two locals came together to change the game and take Rooibos cultivation to a whole new level.

Dr P le Fras Nortier, a GP and keen botanist, and Olof Bergh, a commercial farmer, pooled their expertise and discovered how to germinate the seeds, developing new cultivation methods to grow the crop on a much larger scale.

Bergh established commercial plantations on the Cederberg's rugged mountain slopes – which, to this day, remains at the heart of the only region in the world where Rooibos is grown.

## Humble origins, global impact

At roughly 200km north to south and 60km east to west, this tiny production area belies the vast, worldwide reach Rooibos now enjoys. The industry has charted phenomenal growth since the potential of Rooibos was first realised just over a century ago.



In response, Rooibos Limited established an international distribution network to meet the ever-increasing demand for this popular product.

It's now found in places as diverse as Japan, China, Western and Eastern Europe, the UK, the USA, the Pacific Rim and Africa but, no matter where in the world you drink your cup of Rooibos, it hails from the sun-drenched Cederberg.

# Innovation & customisation

Through our vast experience over the decades, honing skills and identifying opportunities, Rooibos Limited developed and supply a wide range of products to meet specific customer needs.

## OUR PRODUCTS INCLUDE



### BULK

Bulk Rooibos, Green Rooibos (unfermented), Rooibos Oolong, Honeybush and Green Honeybush (unfermented) in various grades, cut sizes and compositions, each tailor made for a specific application.



### PACKED

Rooibos, Green Rooibos (unfermented), Rooibos Oolong, Honeybush and Green Honeybush (unfermented) flavoured or blended and/or packed into a private label.



### EXTRACT

Water-soluble powder extracts for use in beverages, baked goods, dairy, cosmetics, supplements, etc.



# Why Rooibos Limited?





# Why choose Rooibos Limited?

There are many good reasons to partner with Rooibos Limited, including our experience as the world's first supplier of Rooibos, our exceptional quality and our passion for innovation.

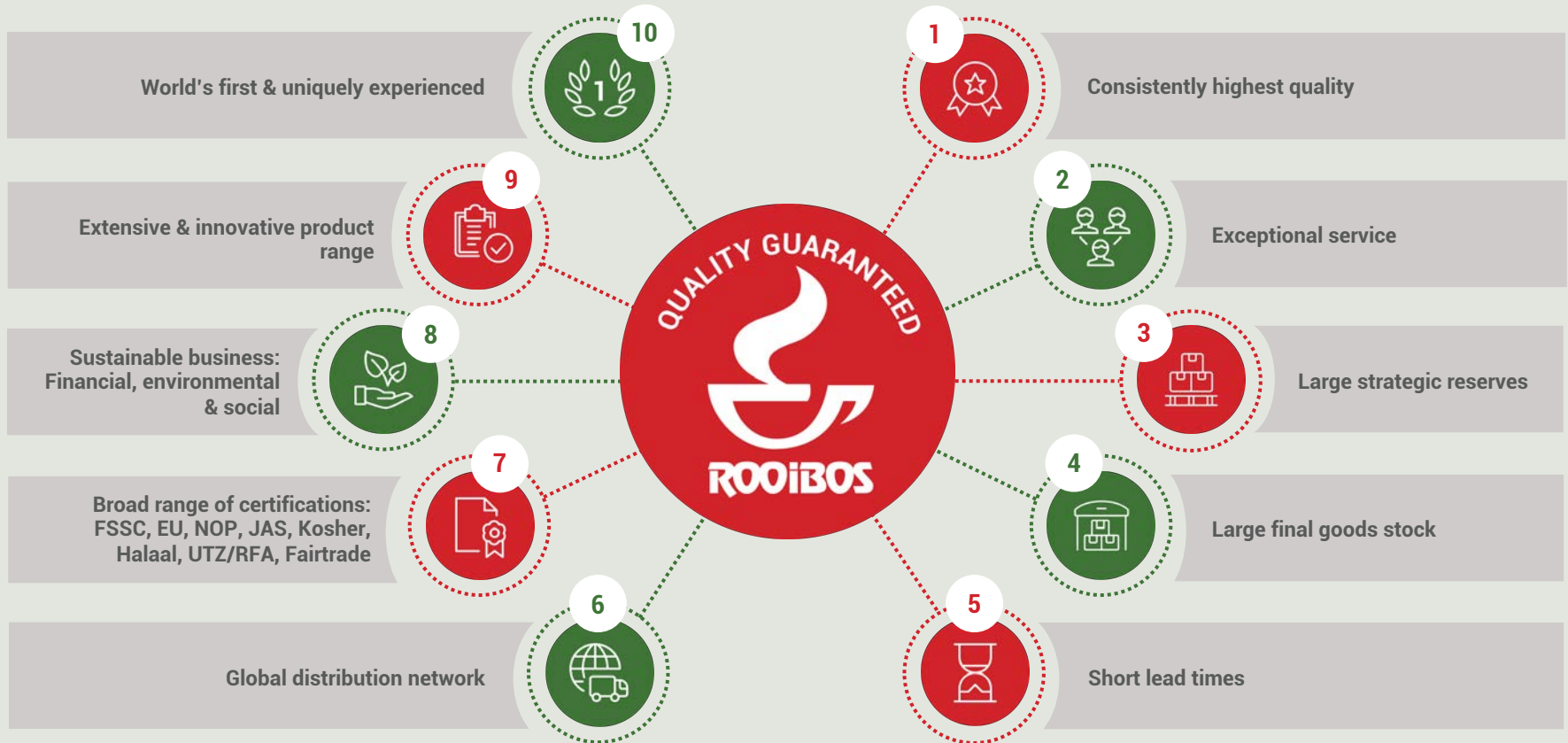




# TOP 10 REASONS FOR CHOOSING US



## Our top 10 competitive advantages





# The benefits Of Rooibos



# The exceptional appeal of a South African tea bush

Rooibos is an incredible beverage – tasty, healthy, wholesome and versatile. But it is also much more than a beverage: Rooibos extracts offer numerous benefits in a variety of applications, across a host of different industries, from skincare to dairy to bakery, to name a few.



Science is only just beginning to discover the many beneficial properties of this herbal tea.

**BUT FOR NOW, HERE ARE OUR TOP FAVOURITES** →





## HIGH IN ANTI-OXIDANTS

Scavenges free radicals, reducing signs of aging  
Prevents cell damage, fighting certain cancers  
Contains vasodilators, increasing heart health  
Contains antispasmodics, soothing digestion  
Regulates blood sugar, aiding diabetes management



## NATURALLY CAFFEINE FREE

Safe and soothing for infants  
Recommended for relief from nervous tension  
Recommended for relief from insomnia



## 100% PURE AND NATURAL

No additives  
No preservatives  
No colourants or flavourants  
No calories



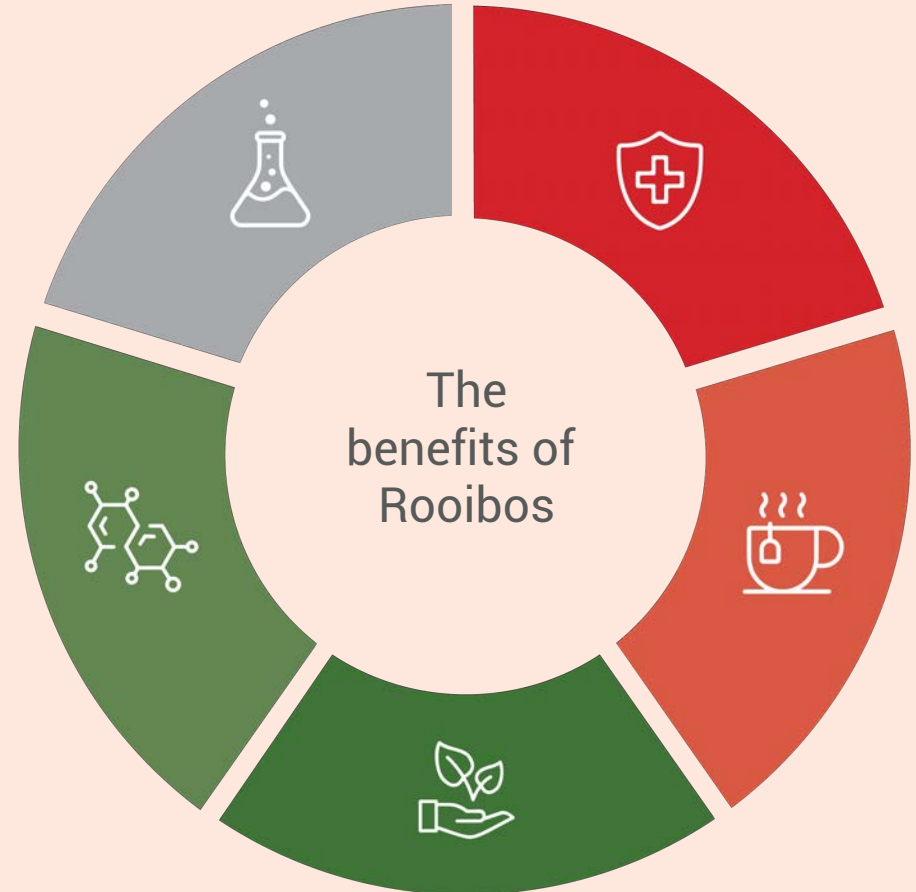
## LOW IN TANNINS

Naturally sweet  
Does not deplete iron reserves



## LOW IN OXALIC ACID

Does not hinder mineral absorption  
Safe for individuals with kidney stones





# From Seed to Harvest and Beyond



## 01 Farming: Seed to Harvest



### Seedling Nurseries

Seeds are treated and sown in nurseries in Feb/Mar  
Seedlings transplanted at 6 months



### Plantations

Rooibos is not irrigated  
Lifecycle of 4-5 years



### Harvesting

Harvested annually from Feb to Apr  
Both leaf and stem is harvested, mostly by hand

## 02 Processing: Beyond the Harvest

### Primary Processing



#### Cutting

Leaves and stems are finely cut



#### Fermenting/oxidising

Cuttings are bruised, irrigated, aerated and oxidised



#### Drying

After oxidation, the wet, red Rooibos is spread out to dry in the sun



## 02 Processing: Beyond the Harvest

### Secondary Processing



#### Grading

Incoming raw material is quality graded



#### Screening & Blending

Raw material is screened into different sizes, then blended together to specific cut size and density specifications



#### Steam pasteurisation

Product is steam pasteurised and packed into bulk packaging



#### Quality control

Final product is strictly tested for adherence to grade specifications and analyses done by independent laboratories

## 03 From Factory to Table

### Products



#### Bulk sales

Bulk product is sold to manufacturers and packer-branders across the globe



#### Private label packed products

Rooibos Ltd offers a contract packing service into clients' own branding on order



#### Extracts and aromas

On-site extraction plant produces a range of tailor-made extracts as ingredient for multiple industries



## 03 From Factory to Table

### Applications

#### Beverages (Hot / Cold)



#### Dairy



#### Bakery



#### Spa



#### Cosmetics / toiletries



#### Functional Food / Supplements

# Find Out More

Discover the fascinating world of rooibos by partnering with us in your venture.

Refer to **our product brochures** for detailed information on our products and partnership opportunities.

Or simply get in touch.

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