



CARMIÉN™

Rooibos tea

**BULK ROOIBOS SUPPLY,
DIRECT FROM ORIGIN**

Reliable. Traceable. Scalable.

INTRODUCING CARMIÓN ROOIBOS TEA

Carmiën Tea is a family-founded Rooibos producer rooted in the Cederberg region of South Africa - the only place in the world where Rooibos is grown. Built from generations of farming expertise, Carmiën has evolved into a fully integrated supplier, managing everything from cultivation and processing to packing and export. This direct-from-origin model, built on a foundation of quality, compliance, and long-term relationships, enables us to deliver consistent, traceable, and scalable bulk Rooibos solutions to our buyers around the world - tailored to their specific product and market needs.

WHY LEADING BUYERS CHOOSE CARMIÓN FOR BULK ROOIBOS

- **Direct-from-Origin Supply**
Fully integrated: farming, processing, packing, export
- **Supply Security You Can Plan Around**
Long-term producer network across PDO regions
- **Full Traceability (PDO Certified)**
From farm block to final batch
- **Flexible Product Formats & Grades**
Designed for teabags, RTD, blends, extracts
- **Certified & Export-Ready**
Organic, Fairtrade, Rainforest Alliance, FSSC 22000
- **Innovation-Ready Partner**
Espresso, powders, functional blends



CUSTOMER GOODNESS

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



FLAVOUR GOODNESS

High-quality rooibos is naturally sweet and smooth, with no bitterness or aftertaste. At Carmiën, 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.



SOCIAL GOODNESS

We believe in uplifting our workers as well as their families. We support children from as young as three months old in our Early Childhood Development Centres, and offer after-school care, skills training, and social development for over 4 000 beneficiaries. Our commitment to social upliftment means every Carmiën product directly supports these communities.



ECO GOODNESS




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 stringent water conservation. Nurturing the land means our product is of the highest quality.

OUR PRODUCTS AT A GLANCE




ROOIBOS

Rooibos is a naturally caffeine-free herbal tea grown exclusively in South Africa, valued globally as a clean-label ingredient in the health and wellness market. Its smooth, slightly sweet flavour with low tannin and minimal astringency makes it highly versatile a wide range of applications.

A staple in South Africa, Rooibos continues to gain international demand, driven by its distinctive taste and many health benefits.

ROOIBOS	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Rooibos Long Cut 	3 - 6 mm	Light, aromatic	Loose / Pyramid	16.5 kg bags 825 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade
Rooibos Short Cut 	0.5 - 3 mm	Balanced, smooth	Blends / RTD	18 kg bags 900 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade
Rooibos Super Fine Cut 	0.5 - 2 mm	Strong, full-bodied	Teabags	18 kg bags 900 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade

OUR PRODUCTS AT A GLANCE

ROOIBOS	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Rooibos Choice 	Mixed cut	Mild, slightly woody	Pyramid / Blends	18 kg bags 900 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade
Rooibos Recycle Grade 	Mixed cut	Mild, slightly woody	Customised to client preference	18 kg bags 900 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade
Rooibos Espresso 	< 0.5 mm	Rich, full-bodied	Espresso / RTD / Café	18 kg bags 900 kg pallet	4 Years	N/A



OUR PRODUCTS AT A GLANCE



ROOIBOS	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Rooibos Powder 	< 0.5 mm	Intense, dark	Extracts / Functional	20 kg or 500 kg 1 000 kg pallet	4 Years	Rainforest Alliance Fairtrade
Rooibos Matcha Powder 	< 0.015 mm	Sweet, honeyed	Lattes / RTD / Functional	5 kg foil bags	3 Years	N/A



OUR PRODUCTS AT A GLANCE

GREEN ROOIBOS

Green Rooibos is unfermented, meaning it does not undergo the oxidation process that turns traditional Rooibos red, resulting in a higher antioxidant content. It offers a light, fresh and slightly sweet flavour profile, with delicate vegetal, grassy and herbal notes. Naturally caffeine-free, it provides a milder, smoother alternative to traditional green tea, making it ideal for wellness-focused applications.

GREEN ROOIBOS	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Green Rooibos Long Cut 	3 - 6 mm	Light, smooth	Loose / Blends	16.5 kg bags 825 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade
Green Rooibos Fine Cut 	0.5 - 3.5 mm	Light, fresh, grassy	Teabags / Wellness	18 kg bags 900 kg pallet	4 Years	Organic Rainforest Alliance Fairtrade



OUR PRODUCTS AT A GLANCE



GREEN ROOIBOS	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Green Rooibos Powder 	< 0.5 mm	Clean, mild	Extracts / Functional	20 kg or 500 kg 1 000 kg pallet	4 Years	Rainforest Alliance Fairtrade
Green Rooibos Matcha Powder 	< 0.015 mm	Green, mildly sweet	Lattes / RTD / Functional	5 kg foil bags	3 Years	N/A

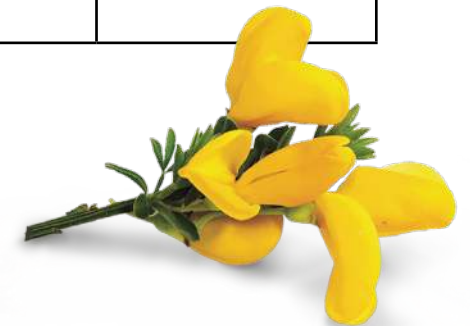


OUR PRODUCTS AT A GLANCE


HONEYBUSH

Honeybush is a unique, naturally caffeine-free herbal tea unique to South Africa, grown in the coastal regions of the Western and Eastern Cape. Named for its characteristic honeyed aroma, it offers a smooth, full-bodied cup with floral, fruity and caramel tones and woody roasted notes. Our Honeybush is carefully blended from several Cyclopia species to ensure a consistently balanced and superior flavour profile. Unfermented (green) Honeybush retains higher antioxidant levels, making it well suited to wellness-focused applications.

HONEYBUSH	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Honeybush Coarse Cut 	3 - 6 mm	Smooth, floral	Loose / Pyramid	20 kg or 500 kg 1 000 kg pallet	4 Years	Organic
Honeybush Super Fine Cut 	0.5 - 2 mm	Full-bodied, sweet	Teabags	20 kg or 500 kg 1 000 kg pallet	4 Years	Organic



OUR PRODUCTS AT A GLANCE



HONEYBUSH	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
<p>Green Honeybush Coarse Cut</p> 	3 - 6 mm	Smooth, floral	Loose / Pyramid	20 kg or 500 kg 1 000 kg pallet	4 Years	Organic
<p>Green Honeybush Fine Cut</p> 	0.5 - 3.5 mm	Full-bodied, sweet	Teabags	20 kg or 500 kg 1 000 kg pallet	4 Years	Organic



OUR PRODUCTS AT A GLANCE

BUCHU

Buchu is a distinctive South African botanical cultivated within the Cape Floral Kingdom, a globally recognised biodiversity hotspot, ensuring both quality and environmental integrity. Naturally caffeine-free, it is widely used in teas, extracts and functional formulations, and is known for its fresh, herbal flavour profile. Often associated with anti-inflammatory and diuretic properties, Buchu is used across a range of health and wellness applications.

BUCHU	Cut Size	Cup Profile	Application	Packing Weight	Shelf Life	Certifications (on request)
Buchu Whole Leaf 	3 - 6 mm	Smooth, floral	Loose / Pyramid	16 - 20 kg bags	2 Years	Organic
Buchu Fine Cut 	0.5 - 2 mm	Full-bodied, sweet	Teabags	18 - 20 kg bags	2 Years	Organic



Reliable Supply, Built for Scale

SUPPLY CHAIN & COMMERCIAL OVERVIEW

SUPPLY & COMMERCIAL OVERVIEW

Designed for flexibility and reliability, our supply model supports both immediate sourcing and forward planning to suit your production needs. We offer scalable volumes, consistent lead times, and commercial options tailored to your business.

- MOQ: From 1 pallet (flexible depending on grade)
- Lead time: 2–4 weeks (ex-stock options available)
- Contract options: Spot buying or forward planning

LOGISTICS & EXPORT

Our logistics and export capabilities are designed for efficiency and global reach, ensuring seamless delivery to key international markets. With optimised pallet configurations and flexible Incoterms, we support reliable, cost-effective bulk shipments tailored to your supply chain.

- Export-ready globally (EU, UK, Asia, Middle East)
- Efficient palletised bulk handling
- 10 Pallets to a 20ft Container and 20 Pallets to a 40ft Container (optimisation up to ± 19.8 tons per 40HC)
- Able to ship on EXW, FOB, or CFR Incoterms

SHELF LIFE & STORAGE

Our products are designed for stability and quality retention, with an extended shelf-life under recommended conditions. Proper storage ensures optimal product integrity throughout its lifespan.

STORAGE CONDITIONS:

- Cool, dry environment
- Away from direct sunlight
- Free from strong odours
- Maintain sealed packaging integrity

QUALITY, COMPLIANCE & TRACEABILITY

Our quality and compliance framework is built to meet the demands of global markets, combining internationally recognised certifications with rigorous, batch-level quality control. This ensures consistent product performance, full regulatory alignment, and the availability of detailed testing documentation to support your requirements.

FOOD SAFETY & CERTIFICATIONS:

- FSSC 22000 / HACCP certified facility
- Organic (EU, USDA, JAS)
- Fairtrade
- Rainforest Alliance
- BRCGS-certified processing (Bergendal)

QUALITY ASSURANCE:

- Batch-level quality control at every stage
- Consistent grading and density control
- Sensory and physical evaluation per batch

AVAILABLE QUALITY DOCUMENTATION:

- Certificate of Analysis (COA)
- Microbiological testing
- Pesticide residue compliance (EU MRL)
- Heavy metals analysis

TRACEABILITY & ORIGIN

- **Sourced at Origin in South Africa**
Rooibos, Honeybush and Buchu are all sourced within their natural growing regions in the Western and Eastern Cape, ensuring authenticity and quality.
- **PDO/GI Compliant Rooibos**
Our Rooibos is 100% sourced from EU PDO-designated regions, guaranteeing true origin and compliance with Geographical Indication standards.
- **Botanical Integrity**
Rooibos (*Aspalathus linearis*), Honeybush (*Cyclopia* spp.), Buchu (*Agathosma betulina*)
- **Full Batch Traceability**
From farm and field to final export batch, every product is traceable through our integrated supply chain.
- **Direct-from-Origin Supply Model**
Close relationships with our own farms and contracted producers ensure transparency, consistency, and long-term supply security.

NPD & PRIVATE LABEL PACKAGING

Carmién's product development capabilities make it easy to bring innovative Rooibos concepts to market, supported by our in-house expertise and extensive experience across a wide range of SKUs. We stay ahead of global health trends, flavour innovation and functional ingredients, offering flexible solutions across formats, blends and applications. From concept to final product, we partner with you to develop tailored, market-ready solutions with full traceability and quality control.

PRODUCT DEVELOPMENT & INNOVATION

- Custom blend development (functional, flavoured, wellness)
- Format flexibility: tea, RTD, espresso, powders
- Ingredient integration (botanicals, flavours, functional actives)
- Trend-driven product innovation

PRIVATE LABEL PACKAGING SOLUTIONS

- Tagless teabags (pyramid / pillow)
- String & tag teabags (enveloped)
- Loose leaf formats
- Foil pouches and retail cartons
- Full in-house capability: Sourcing, Blending, Packing, Export

ALSO AVAILABLE: CARMIÓN AND LMC-BRANDED ROOIBOS PRODUCTS

We offer a range of retail-ready Carmién and LMC-branded Rooibos products for international wholesale and retail, spanning pure and functional blends in both organic and conventional formats. Complemented by branded teaware and gift items, our portfolio provides ready-to-market solutions suited to retail, distribution and hospitality channels.

LET'S BUILD YOUR ROOIBOS SUPPLY STRATEGY

Whether you're developing a new product, optimising your supply chain, or expanding your tea offering, Carmién partners with you at origin to deliver consistent quality, full traceability and scalable supply. Backed by integrated capabilities and deep market insight, we help bring reliable, competitive and differentiated Rooibos solutions to your business. To learn more about our processes, certifications, origin and frequently asked technical questions, visit our [FAQs](#). Ready to explore your requirements? Contact our team to discuss your product needs, supply objectives, or next Rooibos opportunity - we'd love to help build the right solution for your business.

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.

CONTACT US

GENERAL ENQUIRIES

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NEW PRODUCT DEVELOPMENT, PRIVATE LABEL & BRANDED

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