

PRESS INFORMATION

Ostfriesische Tee Gesellschaft Facts and Figures

Quality leader in the industry

Ostfriesische Tee Gesellschaft (OTG) is a fourth-generation family business and a subsidiary of Laurens Spethmann Holding AG & Co. KG. In almost 120 years, the company has developed a profound grasp of customer needs and has established itself as a quality leader in the market. Our guiding theme, „We see more in tea“, not only describes the tea refining process but also refers to OTG's highest standards:

- more enjoyment and safety for our consumers.
- more service and consultation for our customers.
- more innovations and trends for the market.
- more responsibility for the people cultivating tea.

Well-positioned to meet our customers' needs

- With its brands, OTG holds a leading position in the German and European markets.
- At the same time, OTG is Europe's leading supplier for private label tea.
- For the out-of-home sector, OTG provides a tea selection to fulfil the needs of restaurants, hotels, bulk consumers, and caterers and to give the guests the feeling that they are in good hands.
- For national and international corporate enterprises, OTG develops tailored product concepts. It advises and supports its customers from the initial idea through its development to its market launch.

OTG in numbers

- approx. 800 employees
- 8 billion tea bags per year
- 4 sites
- 90 countries of origin



Our brands

Meißner turns my moment into a special moment.

With more than 100 tea varieties, Meißner has been considered a specialist for extraordinary tea enjoyment for over 170 years. Be it traditional tea classics, exotic flavour compositions, organic teas or innovative product concepts for on the go – “Meißner makes my moment into a special moment” and provides a little bit of serenity in everyday life with every cup of tea. A sustainable approach to resources is near and dear to Meißner’s heart. Currently, around 70 per cent of the raw ingredients originate from certified cultivation (e.g. UTZ, Rainforest Alliance). By 2030, this share should increase to 100 per cent. At Roiboos, the proportion of sustainable raw materials has been 100 per cent since 2018.

MILFORD. Surprisingly different.

For over 50 years, MILFORD’s tea experts have been creating intensive and surprisingly different varieties for the whole family. In the colourful tea assortment featuring strong herbal, fruit and themed teas plus the popular kühl & lecker (cool & delicious) cold infusion teas, there is something for everyone to immerse themselves in a world full of flavour.

Yasashi – simply special tea

“Yasashi” is the Japanese word for “simple”. Therefore, the brand launched in 2020 is one thing above all: simple in its ingredients. Yasashi teas are made from natural ingredients in certified organic quality. At the same time, the brand commits to the greatest possible transparency regarding its ingredients’ indications of origin.

Onno Behrends – the classicly strong East Frisian tea

The over 130-year-old classic tea originates in Germany’s tea heartland, East Frisia. Today, Onno Behrends’ popularity stretches far beyond its region of origin and combines decades-long proven brand quality with state-of-the-art technical expertise. Onno Behrends has been relaunched in 2023. In terms of flavour, our tea impresses by blending many different tea varieties to create authentic East Frisian tea.

