

Backgrounder:

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COMPANY PROFILE

Sources and History of Origins

Since 1972 the company Golden Temple Natural Products has been producing organic herbal teas that promote positive health and vitality. Responsibility and respect for the environment and its preservation have been the supporting pillars of the company's philosophy. This maxim is the foundation of all business efforts.

In 1969, a master of Kundalini yoga started teaching in the United States of America and Europe. In his instructions he didn't only pass on physical practices but also ayurvedic recipes, one of which was a traditional tea recipe to support the yoga practices from within.

After every yoga session a tea was served that initially became known as the tea of the yogis. Today it's the basis for all teas under the protected YOGI TEA brand.

In the seventies YOGI TEA became a popular, decaffeinated option and a pioneer within the wellness tea market, especially among health-conscious people who attached importance to high-quality, organic products.

In the eighties YOGI TEA enjoyed a steadily growing demand from tea shops and gastronomy. This is the reason why in 1986 the YOGI TEA production has increased, in order to provide a broader base of customers with teas. In 1987 YOGI TEA became a registered trademark.

In the nineties Golden Temple Natural Products founded the first of its herb and spice farms, in order to meet the demand for high quality and traceable organic ingredients. For the first time YOGI TEA was also offered in tea bags. Since the end of the nineties all YOGI TEA products have been produced with 100% organic ingredients. The popular herbal tea product range "Ayurvedic Herbal Formulas", that has constantly been expanded with new successful tea recipes, was also introduced at this time.

Credo and Values

The Golden Temple Natural Products GmbH/LLC stands for responsible, entrepreneurial action and an environmental, holistic company practice in the service of humans/humankind. Its products contribute to vitality and joie de vivre. The supplier network works closely together with local farming associations that have subscribed to sustainable and organic farming. Only the best, at all times controlled, organic ingredients are being used for the unique tea compositions with premium quality. More than 60 different herbs and spices are being procured from more than 20 countries for the brand's ayurvedic recipes.

The tea bags and packaging materials are made from unbleached and predominantly recycled resources.

Certified organic and premium quality

Only the best ingredients and resources go into Golden Temple YOGI TEA. Their taste and purity are constantly being controlled. All products are in accordance with important organic guidelines and certifications.

More facts and figures

Markets:

The organic and health sector is still the most important market for YOGI TEA products. Overall increasing demand for organic and health foods has led to growing demand for YOGI TEA, even within the multiple retail sector. The most important markets are Germany, the United Kingdom, Switzerland, Scandinavia and the Benelux. The products are available in many other countries as well.

Clients and target group:

Health-conscious and environmentally conscious people of all ages are YOGI TEA's core target groups. Nevertheless, Golden Temple Natural Products GmbH/LLC aims to provide everyone with its precious ayurvedic products.

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