



BE YOUR
BEST WITH

PREMIUM BOTANICAL SOLUTIONS FOR FOOD & BEVERAGES

NATURE'S
BEST







DEEP EXPERTISE AND PASSION FOR BOTANICAL PRODUCTS

Since 1930, the name Martin Bauer has stood for first-class botanical products. For solutions that are precisely tailored to meet the specific demands of a wide variety of applications. Today, the Martin Bauer Group is a leading developer, producer and supplier of tea, herbal and fruit extracts, strong infusions, botanicals and botanical powders in various grain sizes plus tea and tea flavours for the global food and beverage industries.

HIGHEST QUALITY ACROSS THE ENTIRE SUPPLY CHAIN

Every single product from our broad portfolio reflects our passion and love for nature, as well as our focus on the entire supply chain. All of our solutions come from responsibly sourced, high-quality botanicals that we process using rigorously certified methods and state-of-the-art technology.

Our supply chain extends to more than 80 countries around the world where our botanicals grow. For us, quality is of utmost importance at every stage of the supply chain, “from the seed to the cup”. In doing so, we meet increasingly more complex legal regulations and customer demands.

OUR EXPERTISE FOR YOUR APPLICATIONS

In order to continuously stay one step ahead of the trends, we closely monitor local and global markets. Insights gained in this way flow directly into our development of new products, where we can draw on decades of experience in many industries. Based on our deep industry and market understanding, we create products and solutions for a wide range of applications.



COMMITTED TO THE GOODS OF NATURE

Botanicals are our passion! From anise, hibiscus, lemon balm and mint to cinnamon and lemongrass, our portfolio consists of more than 200 botanicals from more than 80 countries. All over the world, our sourcing experts share one mission: gain access to fine botanicals of the highest possible quality.

DISCOVER THE FULL VARIETY OF THE BEST BOTANICAL INGREDIENTS - TAILOR-MADE TO YOUR APPLICATION NEEDS.

TEA, HERBAL AND FRUIT EXTRACTS

We tailor the properties of our high-quality extracts exactly to your requirements. Once the specification has been created, we ensure a consistent quality of the composition of all ingredients and content parameters.

BOTANICALS

Our selected and variously processed botanicals add quality and authenticity to your products by means of exciting flavour notes, colours or functionalities.

STRONG INFUSIONS

Unlike conventional brewing processes, our infusions are not concentrated. Instead, our infusions add the full flavours of tea, fruit and herbs to your products. Thanks to our special production method, our products may be labeled "freshly brewed" or "directly brewed" in direct advertising (to be checked with local regulations).

BOTANICAL POWDERS

We process botanicals into high-quality herbal powders in different bulk and tapped densities, as well as in different grain sizes.

TEA FLAVOURS

Whether in powder or liquid form, our natural tea flavours, including the typical sensory features of each black and green tea variety, are ideally suited to add special notes to your products. Virtually colourless and caffeine-free, they can be used in a wide variety of applications.

SUPERFINE POWDERS

SuperFine is a range of finely ground powders, made 100% from plants. They are made solely from the botanical raw material, no additives, no carriers and nothing artificial has been added to them. The key attributes are their natural colour and a silky smooth texture. Their intense taste also enables low dosage in recipes.



NEXT-GENERATION SOURCE OF WELL-BEING

The dairy sector is trending toward so-called better-for-you products, while consumers are demanding healthy and nutrient-rich products – made with natural ingredients.

At the same time, they are more than ever interested in clean-label products and sustainability.



CLEAN-LABELLED

Due to a rising importance of natural ingredients, clean-labelling will become more and more relevant. And it will also become more holistic and include the entire supply chain as the demand for transparency increases.

CONVENIENT

Calcium and protein, as well as vitamins, minerals and further micronutrients are natural ingredients of dairy products.

NATURALLY HEALTHY

In the global dairy and soy food sector, “naturally healthy” has become the most prominent attribute for health and wellness – followed by terms such as “free-from” and “functional” and “fortified”.

Want to turn the latest trends into highly innovative, surprisingly unique dairy products?

WE HAVE THE RIGHT SOLUTIONS FOR YOU

Tea, herbal and fruit extracts,
Strong infusions, Tea flavours,
Botanicals, SuperFine powders





THE SWEET TASTE OF HEALTH



Consciousness for health and well-being is constantly on the rise. As a result, more and more consumers ask for food products with natural ingredients. This also starts to impact the premium confectionery sector, an ideal playground to roll out new products that test the boundaries of taste, colour and texture – simultaneously acting upon the significant shift in food habits.

VEGAN

Today, more people than ever are considering veganism as a lifestyle – mainly for health and environmental reasons.

SUGAR-FREE

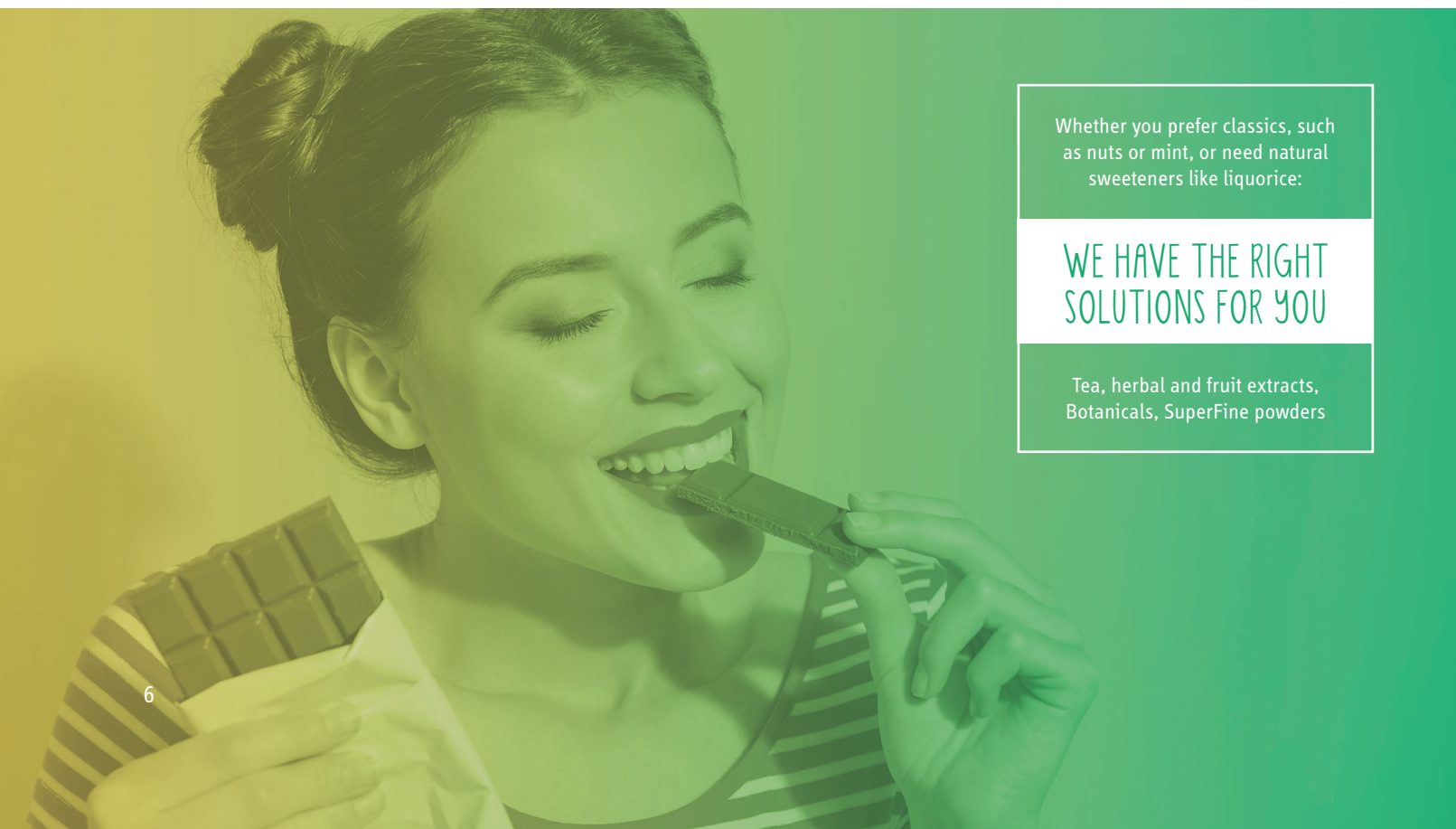
Zero sugar or sugar-reduced products are still a minority in the confectionery sector. But against the background of rising health awareness, their number will continuously increase. Advancements in ingredient innovation also allow products to take advantage of changing health demands.

EXCEPTIONAL

Anything but standard: like in no other food sector, consumers seek new, extraordinary taste experiences with confectionery goods. They are willing to experiment with ingredient and flavour combinations that break free from traditional recipes – such as chocolate with salted peanuts or green tea.

CLEAN AND FAIR

The rising demand for healthy attributes in food products is reflected in the fact that clean labels have become a critical buying argument. They drive up the content of natural ingredients, such as the use of natural colour.



Whether you prefer classics, such as nuts or mint, or need natural sweeteners like liquorice:

WE HAVE THE RIGHT SOLUTIONS FOR YOU

Tea, herbal and fruit extracts, Botanicals, SuperFine powders



Whether you want to flavour ice cream or are looking for botanical chocolate inclusions:

WE HAVE THE RIGHT SOLUTIONS FOR YOU

Tea, herbal and fruit extracts, Botanicals, SuperFine powders

HOT LOVE FOR COLD DELIGHTS

Even though classic tastes like vanilla, chocolate, or strawberry remain the ice cream flavours of choice for many consumers, the call for exciting and exotic creations is becoming louder and louder. Pioneering producers react on society's rising health consciousness by expanding into natural ice creams, such as low-fat and plant-based flavours.

EXCLUSIVE

Individualisation is one of today's megatrends – and it also applies to ice cream. The steadily increasing demand for exclusive, premium, one-of-a-kind ice cream experiences will drive manufacturers to seek unique flavours, inspired by natural and botanical taste experiences.

HEALTHY

One look at today's ice cream advertising is all it takes to show that health is a prime topic for consumers. Labels like "low fat", "low sugar", "low calorie", and "light" are ubiquitous in freezers, as well as claims including "free from", "vegan-friendly", "no preservatives", "no artificial flavours", "lactose-free" and "natural". This list is growing day by day.

SUSTAINABLE

Sustainably sourced ingredients will soon become a must-have in the ice cream category, as labels such as "organic" or "Fairtrade" gain more importance as buying arguments. Botanical ingredients are a perfect source of renewable, natural ingredients.





Looking for customized solutions for your cereals?

WE HAVE THE RIGHT SOLUTIONS FOR YOU

Tea, herbal and fruit extracts, Botanicals, SuperFine powders

READY-TO-EAT HEALTH

As features such as non-GMO, gluten-free, low-calorie, and organic are becoming increasingly mainstream in the cereals sector, it's clear that health aspects are at least as important to consumers as taste and convenience. The market demands natural products with added health value – products that are based on good nutrition.

BETTER-FOR-YOU

Cereals with a wide variety of health and wellness attributes are in vogue. And their share is expected to grow. In recent years, new product launches went along with claims that promised a high percentage of healthy ingredients, such as fiber, minerals, vitamins, or real fruits – as well as the renunciation of artificial colours, genetic modification, or preservatives.

GLUTEN-FREE

Among German consumers, the interest in gluten-free products is rapidly growing. This alone is opening new opportunities for cereal manufacturers.

SIMPLY SUPER

So-called super foods, such as quinoa and cannabis seed, are also on the rise. They are associated with rich nutritional value and are becoming sector-wide more common.





TASTE IS NOT ENOUGH

The bakery sector is undergoing a fundamental change: products must not only meet the taste of the consumer, but only contribute to better health and well-being.

This increasing health consciousness makes natural ingredients a more important purchasing factor while also being an added value for bakery products. Further evidence for changed consumer habits shows a rising demand for bolder and more intense flavours – a demand that can be satisfied with botanical ingredients.



NATURALLY HEALTHY

Today, baked goods are meant to be naturally healthy, whereas taste ruled supreme in the past. Today's most sought-after purchasing factors are general well-being and health management.

BETTER-FOR-YOU

Cereals with a wide variety of health and wellness attributes are in vogue. And their share is expected to grow, as seen in recent years with a seemingly countless number of new product launches.

GLUTEN-FREE

Just like in the cereal sector, the interest in gluten-free baked goods is also rapidly growing.

Looking for premium natural ingredients specifically designed for bakery products?

WE HAVE THE RIGHT SOLUTIONS FOR YOU

Tea, herbal and fruit extracts, Botanicals, SuperFine powders

BEVERAGES



FRESH BREW



CHEERS TO DIVERSITY

Perhaps no other sector is as adventurous and innovative as the beverage industry. Exciting new flavours are brought to market at ever shorter intervals – and consumers are more than willing to experiment with interesting innovations. At the same time, convenience is a must. Consumers prefer ready-to-drink products with the authentic taste of teas while also appreciating exciting notes of herbs, roots or flowers.



Looking for a premium iced teas, herbal wellness drinks or natural energy shots?

WE HAVE THE RIGHT SOLUTIONS FOR YOU

Tea, herbal and fruit extracts, Strong infusions, Tea flavours, SuperFine powders

NATURAL

All over the world, consumers want to be better informed about the ingredients of their soft drinks. They carefully read the labels list in order to avoid sugar and artificial additives. Herbal, fruit and spice infusions in RTD teas help to appease consumers' sugar concerns. Natural infusions of teas, herbs, fruits and spices provide not only the full taste and colour spectrum in the most natural way, they also become the body and soul of your drink all-in-one!

BETTER-FOR-YOU

RTD tea is undergoing a rejuvenation with the focus on health and well-being thanks to carefully selected ingredients. Mainstream iced teas are on the highway of premiumisation – brewing of carefully selected raw materials, sustainably sourced with traceability back to the seed and handled with responsibility for our environment.





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