



Corporate policy

Who we are

We produce tea, coffee and spices of the finest organic quality. In doing so, we are helping to advance a form of agriculture that not only produces food of exceptional quality, but also conserves nature, the basis of all life.

Across the globe, we purchase directly at the source – because we believe in quality from the roots up, and it is our wish to be there from the outset where our products are grown. This allows us to produce food of the highest possible quality and transparency, from crop to shop.

We see our suppliers, customers and employees as partners whom we work with on a long-term basis. And we cultivate relationships with these partners based on equality, fairness, honesty and trust. We have been putting these principles to test on the market since our company was founded; they form the cornerstone of our success.

Mission statement

We see ourselves as a modern and culturally inclusive company that acts in accordance with our values, sense of integrity and sound business practices. We share a responsibility to society as a whole.

Our focus is on high-quality organic products which we distribute through channels that support these standards and are focused on the future.

We treat our customers, suppliers and employees fairly, in a spirit of partnership.

We place a premium on a positive working environment, the workplace safety of our employees, the responsible use of resources, and sustainable business practices. Because skilled employees are our most important asset, we support continuing education and professional development. We encourage and foster open communication.

The satisfaction and success of our customers are the forces that drive our business, spurring us to continuous improvement.

Core principles of our corporate policy

The following core principles apply to the entire Pure Taste Group GmbH & Co. KG, including all subsidiaries and locations. These principles are consistently implemented through our integrated management system and apply to all management standards enacted there.

Our core principles

- We apply our commercial vision to translate customer requirements into business activities. It is our goal to provide the best products to happy, satisfied customers.
- We set the highest standards for the safety, quality and sustainability of our products as well as for the legal conformity of our business practices, and align all of our systems, structures and processes with these requirements.



- Our business activities are built on the systematic promotion and expansion of socially responsible, organic farming methods.
- We apply our values and principles throughout our entire value chain. Which means we purchase our raw materials directly from the source worldwide and cultivate long-term partnerships with our suppliers and customers. Our purchasing management system is based on the criteria of our corporate policy and is in line with prevailing international standards such as the EU organic regulations and the core labour standards of the International Labour Organization (ILO).
- We comply with applicable laws, legal regulations, self-imposed requirements, quality, social accountability, compliance and environmental standards, and the policies of organic farming associations. We strive to set benchmarks that go beyond legal requirements and established norms.
- As a company, we are actively committed to nature and people and to making a positive contribution the environment and society. We think in terms of lifecycles. We cut back on our use of resources and keep our negative environmental impacts to a minimum. In addition to our focus on organic farming, we pay particular attention to energy efficiency, the use of renewables, the selection of green packaging, and the minimisation of waste.

Applying our principles

- In order to apply our core principles, we formulate clear policies, responsibilities and processes. We define strategic and operative objectives, review them regularly and provide the resources needed to achieve them.
- We record, document, assess and report on our activities and their impacts – regularly, comprehensively and transparently. To this end, we collect the necessary data and indicators.
- We maintain a systematic, ongoing improvement process, conduct annual inspections, have internal and external audits in accordance with the management standards anchored in our integrated management system, and commit to continuously improving our performance.
- Goals and actions are checked and updated each year in the course of a management assessment.
- We systematically compile and evaluate the relevance and materiality of all aspects and impacts of our business activities, process by process. Here we are guided by the principle of materiality, draw on external expertise and take our stakeholders' perspectives into account.
- We encourage our employees to act independently and with integrity, and actively involve them in the development and implementation of our systems.
- We train apprentices and develop our staff, helping them acquire qualifications through systematic training and continuing education programmes.
- We maintain an ongoing dialogue with our stakeholders.
- To the greatest extent possible, we also shoulder responsibility beyond our core business – in our region, our industry and our supply chains. We support projects that promote education for children and young people (particularly in regions where our cultivation partners are based) as well as other initiatives in the areas of ecology, health, culture and the arts.