



MATE WINTER

FIVE REASONS WHY

1 BENEFIT FROM

POPULAR MATE



HOT MATE CONSUMPTION IN GERMANY 2020 VS 2019

+46%

SOURCE: TEA REPORT 2021, DEUTSCHER TEE & KRÄUTERTEEVERBAND

COLD MATE PRODUCT LAUNCHES IN EUROPE 2021 VS 2016

+100%

SOURCE: MINTEL.GNPD

2 OFFER YOUR (FUTURE) FANS AN

INTERESTING

ALTERNATIVE TO OTHER CAFFEINE CONTAINING DRINKS

ESPECIALLY THE

YOUNGER GENERATIONS

3 GIVE PEOPLE

WARM FEELINGS

DURING THE COLD SEASON WITH

COMFORT FLAVOURS

LIKE GINGERBREAD, BAKED APPLE, SPICED COOKIE



4 SERVE THE

VARIETY

SEEKING PEOPLE WITH AN ATTRACTIVE

SEASONAL EDITION

5 DEMONSTRATE YOUR INNOVATIVE

POWER

AND BOOST THE

LOYALTY

OF YOUR FANS



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YOUR PARTNER IN TASTE.

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