

Hello BIOFACH: News from the organic pioneer SONNENTOR



Hello BIOFACH!

In 2026, the SONNENTOR team will once again take part in the world's leading trade fair for organic food. The Change Champions from the Waldviertel region of Lower Austria are arriving with a vibrant selection of new tea and spice innovations – and, fresh off the press, their latest Common Good Report. This report makes SONNENTOR's sustainable approach to business truly measurable through transparent figures and facts.

Visitors to Hall 7, Stand 611 are warmly invited to experience the company's spirit first-hand through tastings and one-on-one conversations. SONNENTOR is entering the new year full of energy and determination, ready to continue shaping the organic sector in a positive way.

The four SONNENTOR promises:

- **Finest organic quality**
- **Innovative drive**
- **Reliable supply capability**
- **A lived commitment to the common good**

Did you know? At SONNENTOR, just one in 8,600 products sold is ever returned, thanks to rigorous quality assurance. Every ingredient is checked based on more than 600 parameters, supported by systematic quality controls and frequent sensory tastings. While standards are uncompromising, creativity remains at the heart of SONNENTOR's product team. Fuelled by inspiration from around the world and close to home, the team experiments with new recipes and develops unique tea and spice blends that combine traditional European herbal knowledge with global flavours for distinctive, aromatic results.

This spirit has recently given rise to three new Asian spice blends, aromatic and fruity Easter novelties, and many new additions to the tea shelf. The popular syrup range is also growing this year with the introduction of the alcohol-free Elderberry Grapes Punch Syrup. This will surely sweeten the coming winter. Rounding off the year is the new edition of the New Year's Tea, presented in a playful lucky-charm vending machine design.

To ensure that these innovative recipes are successful and reliably available to customers, a secure supply of raw materials is essential. SONNENTOR therefore prioritises direct trade wherever possible. Currently, 66 Percent of raw materials are sourced directly from producers, thereby avoiding unnecessary price speculation.



As an organic pioneer, SONNENTOR is fully aware of its responsibility towards its organic farmers and small family-run businesses. At the same time, SONNENTOR is committed to international partnerships to actively promote biodiversity around the globe. All of this reflects the company's dedication to the common good.

The newly published Common Good Report offers insight into how SONNENTOR lives this responsibility every day – from cultivation and production through to positive contributions to society. Visit the SONNENTOR stand to pick up the report or download it from the press lounge at www.sonnentor.com/presse to learn more.

PR Image Material:

Access and download images directly from our image database at www.sonnentor.com/bilddatenbank.

Sample Package:

To request a sample package of the featured new products, please send a message to the SONNENTOR Press Team with your specific product interests.

Press Enquiries:

SONNENTOR Kräuterhandels GmbH

[Get to know the SONNENTOR Press Team](#)

Phone: +43 2875 7256

Email: presse@sonnentor.at



Available from 1 March 2026

Asian cuisine made easy with SONNENTOR

Asian dishes have long found a firm place in our kitchens. All you need to bring truly authentic Far Eastern flavours to the plate are the right spices. SONNENTOR presents three new Asian spice blends that make Asian cooking wonderfully simple: Easy Goreng®, Asian Sprinkle, and Asian BBQ Seasoning.



Easy Goreng® Spice – inspired by Indonesian cuisine

Feeling hungry, but no idea what to cook? That problem is now a thing of the past with this blend. Rice or noodles, and whatever vegetables are in the fridge, are all one needs for a fantastic meal inspired by Nasi or Mie Goreng. Stir-fry them in the (wok) pan, season generously – and enjoy.

70 g / RRP €4.29 / Art. no. 01317

Asian Sprinkle Spice – aromatic topping

This aromatic blend finishes any dish. Inspired by Japanese cuisine, this seaweed, tomato, and mushroom topping is ideal for bowls, grilled salmon, or a spicy cucumber salad. Rich umami flavour enhances every bite.

50 g / RRP €5.49 / Art. no. 01315

Asian BBQ Spice – ideal for marinades

This savoury blend balances fruity sweetness with savoury notes for Far Eastern flair. Mix with oil for a marinade ideal for Japanese yakitori skewers or Korean bulgogi.

80 g / RRP €4.29 / Art. no. 01316



Relaunch and new Easter products – available now

Centre stage for SONNENTOR's Easter novelties!

With this colourful line-up, Easter is guaranteed to be a success. In January 2026 SONNENTOR introduced three new Easter treats: Happy Easter Herbs Spice Blend, Fruity Easter Tea, and Easter Cookies with apricots. The much-loved Easter classics in a cheerful circus design add delightful colours to the Easter basket.



Happy Easter Herbs Spice Blend – New Product

Time to have a proper egg-stravaganza! This clever spice blend has no added salt. Instead, it draws its flavour from ingredients such as caraway, lovage, parsley, galangal and lemon thyme. Perfect for Easter egg dishes, egg spreads and many egg-stra ideas beyond that – it also works beautifully in salads, pestos and potato dishes.

35 g / RRP €4.49 / Art. No. 01313

Fruity Easter Tea – New Product

For this fruity blend, the Easter Bunny is juggling no fewer than eight different ingredients. Thanks to rosehip and lemon balm, things really come alive both in the cup and in the Easter basket! Hibiscus, lemon verbena, rose petals, and apple mint further refine the blend. This fruity hot drink is guaranteed to delight the Easter Bunny – and by the way, it pairs perfectly with (Easter) breakfast.

32.4 g / RRP €4.69 / Art. No. 01312

Easter Cookies – New Product

When the Easter bunny hops on his bicycle, Easter can't be far away. Luckily, he's bringing the perfect gift idea for your loved ones with him! These crunchy spelt biscuits are enhanced with fruity apricots and offer a delicious foretaste of the coming spring.

125 g / RRP €4.79 / Art. No. 01299



Bunny Rabbit's Blossom Salt – New Design

This enchanting blend adds just the right touch of seasoning. Alongside basil and oregano, the real stars of this Easter recipe are the blossoms of mallow, rose, cornflower and sunflower. Perfect on eggs, cheese, fish or salads.

90 g / RRP €4.19 / Art. No. 07301

Spring Kiss Tea – New Design

Spring Kiss Herbal Tea delivers fruity-minty notes and a pale-yellow colour. Pair with wild garlic or Mediterranean dishes. Contains lemongrass, peppermint, cardamom, and liquorice for a springtime feel.

Loose: 80 g / RRP €5.19 / Art. No. 00974

Double-chamber tea bags: 27 g / RRP €4.49 / Art. No. 02263

Happy Easter Tea – New Design

Happy Easter is a wonderfully lemony, fruity tea that makes the hearts of Easter bunnies and nest-hunters beat faster. This blend delights with ingredients such as apple pieces, lemon balm, green oats, rose petals and lavender. It shimmers in a delicate orange hue and pairs beautifully with the cold dishes of a traditional Easter spread. Especially lovely alongside Easter ham and eggs, as well as cheese and yoghurt cakes.

Loose: 60 g / RRP €5.19 / Art. No. 00577

Double-chamber tea bags: 27 g / RRP €4.49 / Art. No. 02577

Nine Greens Tea – New Design

This tea effortlessly captures meadow-fresh herbs in a perfect balance. The blend of lemon thyme, sweet clover and more shines in a light green colour and refreshes with a gentle grassy note.

27 g / RRP €4.49 / Art. No. 02585

Easter Surprise Tea – New Design

Easter Surprise is a wonderfully light spring tea. It glows a rich yellow and surprises the nose and palate with fruity, minty, and citrus notes. Its gentle floral character makes it the perfect companion for desserts and cakes, mild cheeses and light summer dishes.

27 g / RRP €4.49 / Art. No. 02567



Matcha Powder and Syrup – New to the Range

Enjoy Matcha the Easy Way with SONNENTOR

Matcha is far more than a trendy drink – in fact, quite the opposite. This frothy green tea is deeply rooted in Japanese tea culture and has been enjoyed for several centuries. Traditionally, its preparation follows clearly defined rituals. However, with SONNENTOR Matcha Powder and Matcha Syrup, this time-honoured yet on-trend drink can be enjoyed easily and at any time.

Matcha Powder: A Classic Matcha Experience

Anyone wishing to enjoy this cult beverage the traditional way should reach for SONNENTOR Matcha Powder. For the authentic matcha experience, half a teaspoon of finely ground green tea is mixed with water heated to 80°C and whisked until frothy with a special bamboo whisk known as a chasen.

The result: a pleasantly bitter drink with a vibrant green colour that helps ease into the day and makes any afternoon slump a thing of the past.

Tip: For a matcha latte, simply top up the prepared matcha with warm, frothed (plant-based) milk.

Note: Available exclusively from the SONNENTOR online shop and SONNENTOR shops until further notice.

30 g / RRP €16.49 / Art. No. 01292

Matcha Syrup for Instant Enjoyment

Floral, pleasantly bitter and vividly green, Matcha Syrup is a little gift from heaven for anyone who loves a quickly prepared drink. Here's how it works: mix the syrup with a blend of water and (plant-based) milk – ideally half-and-half – stir well, and enjoy.

Tip: Use cold water and cold (plant-based) milk to quickly create an iced matcha latte. Add a few ice cubes, and your refreshing summer drink is ready.

250 ml / RRP €9.99 / Art. No. 01291





New to the Range

These SONNENTOR newcomers add fresh energy to the tea shelf

Three new tea blends are enriching the exciting SONNENTOR range and complement the existing selection perfectly. Lemongrass-Lemon Balm-Verbena, a calming tea for the evening, and Stinging Nettle-Lemon add refreshing brightness to the cup. Fennel-Anise-Caraway is now also available as a loose tea – the ideal digestif after a hearty meal. There is the perfect blend waiting on the tea shelf for every occasion.



Lemongrass- Balm-Verbena

Lemon balm and its citrusy companions are wonderful partners for a relaxed evening. With their gentle nature, they always provide a fitting finale. All that remains are refreshingly pleasant memories.

Tip: Served cold as an iced tea, this floral-herbaceous trio offers a special treat on hot days!

21.6 g / RRP €4.19 / Art. No. 02348

Stinging Nettle-Lemon

Aromatic nettle is rich in valuable trace elements and, together with refreshing lemon, ensures excellent flavour. This lively, herbaceous-fresh blend with subtly bitter notes is perfect for breakfast or as a digestif, keeping you energised after a meal.

21.6 g / RRP €4.19 / Art. No. 02347

Fennel-Anise-Caraway (Loose)

When a meal leaves you feeling a little heavy, this tea blend is the perfect choice. With this soothing trio of fennel, anise and caraway, any discomfort simply melts away. The aromatic-sweet blend makes an ideal digestif after hearty dishes.

150 g / RRP €4.99 / Art. No. 01314

New: Now Also Available as Loose Tea

These two herbal teas bring the forest into your cup

The forest floor beneath your feet, the scent of moss and pine needles in the air – a walk in the woods is calming and helps reduce stress. With two herbal teas, SONNENTOR brings this special nature experience straight into the cup. These carefully composed blends focus on the soothing qualities of selected herbs and evoke the forest's scent and atmosphere.

Enjoy them for a quiet moment on the sofa or share them with friends. These two teas invite you to leave the hustle and bustle of everyday life behind for a while and simply savour the moment.

Deep Breathing in the Forest Tea (Loose) – New Product

Can't see the forest for the trees? It's time for a break! A cup made with spruce needles, dandelion leaves, lady's mantle, thyme and hazelnut leaves brings the calm of the forest straight to your home. Brew a cup of tea, breathe deeply and relax.

50 g / RRP €4.99 / Art. No. 01280

Deep Breathing in the Forest Tea (Double-Chamber Tea Bags)

With blackberry and blueberry leaves, spruce needles, nettle, primrose and ribwort plantain, this blend sends the taste buds on a forest walk. The gently sweet and resinous note of this tea is perfect for a moment of peaceful calm. The double-chamber tea bags are ideal for a relaxing break anytime.

21.6 g / RRP €4.29 / Art. No. 02649





Three new varieties

These SONNENTOR newcomers make syrup dreams come true

SONNENTOR's vibrant syrup range has three more delicious varieties. From 1 May 2026, the refreshing mocktail syrups range will have two new additions, -Bergamot and Orange Bitter. And from 1 September 2026, Elderberry Grapes Punch Syrup brings a cosy winter touch with elderberries, cinnamon and vanilla. This makes alcohol-free moments of indulgence wonderfully easy to enjoy.



Visit us at our stall at the BIOFACH and get an exclusive sneak preview of Elderberry Grapes Punch Syrup.

Elderberry Grapes Punch Syrup

This syrup is the perfect companion for the winter season. Elderberries and grapes provide a fruity note, while cinnamon and vanilla give this creation a festive, Christmassy touch. Mixing is wonderfully simple: dilute one part syrup with seven parts hot water, and your warming drink is ready. The sweetness comes from concentrated grape juice. Naturally, the syrup is completely alcohol-free.

500 ml / RRP €9.99 / Art. No. 01352

Bergamot Syrup

500 ml / RRP €9.99 / Art. No. 01353

Orange Bitter Syrup

500 ml / RRP €9.99 / Art. No. 01355



Available from 1 September 2026

SONNENTOR New Year's Tea: A Gift with a New Design

This gift guarantees good vibes on New Year's Eve! SONNENTOR unveils the new edition of its New Year's Tea in a playful lucky charm vending machine design. Each tea bag features a motivational quote, created by SONNENTOR fans.

10, 9, 8, ... the New Year's Eve countdown is on, and you need meaningful good-luck gifts for your loved ones? Luckily, SONNENTOR's colourful lucky charm machine delivers uplifting messages, charming designs and a firework of herbs and blossoms in every tea bag.

The tea delights with refreshing notes of lemongrass, lemon verbena and lemon balm, rounded off with rose petals. New Year's Tea, with its new design, will ring in the new year filled with happiness and optimism.

27 g / RRP €5.29 / Art. No. 02345

