**A mindful next chapter in tea: OTG introduces “Mindful Moments” and expands production capacity**

The Ostfriesische Tee Gesellschaft (OTG) is setting new impulses in the international tea market with the introduction of its “Mindful Moments” concept. Responding to the growing consumer demand for mindfulness, well-being, and conscious consumption, OTG presents a holistic approach that goes beyond the product itself—focusing on moments of calm, balance, and intentional enjoyment in everyday life.

The new concept reflects one of the strongest current trends in the industry: tea as a companion for mental well-being. Carefully curated blends, sensory experiences, and thoughtful product design come together to create tea moments that encourage consumers to pause and reconnect.

At the same time, OTG has recently expanded one of its tea production facilities, significantly increasing capacity and creating additional space for innovation and growth. This strategic investment strengthens the company’s ability to respond flexibly to rising global demand and to further develop tailored private label solutions for its partners.

Family-owned OTG is one of the leading tea producers all over the world with 4 modern production sites and over 400 million tea consumer units per year. With nearly 120 years of success, OTG provides private label teas worldwide to approx. 130 clients.

While Europe remains a strong core market, OTG is also setting its sights beyond: new opportunities are emerging across the Atlantic. With carefully considered steps, the company is preparing to bring its expertise and concepts to a new audience—marking the beginning of a promising new chapter.

Interested in shaping the future of tea together?
Visit us at **Booth F2152 in North Hall** at PLMA in Chicago or contact us at **info@otg.de**.
Our experienced sales team looks forward to meeting you.




Öffentlich - Nur intern