

—  
AVANTCHA™  
—

THE ADVANCE OF TEA

# Sustainability Report

2025



## Letter from our leadership

Since our early days in 2014, we knew we were going to source exceptional quality tea and infusions, packaged beautifully.

We have invested and committed to organic certification and have maintained our EU organic status ever since. In 2021 we added the Japanese organic certification JAS.

Our packing has evolved hand in hand with technology and innovation, always staying true to our commitment for freshness, quality and style.

In 2021 we migrated our teabag packaging from most common biodegradable corn starch to sugar cane. This new material provides a stronger durability and is guaranteed *non-GMO*.

We personally travel to the tea and herb gardens, meet our growers to pick the ingredients for our blends. Together with the farmers we continuously explore opportunities into new production styles and agricultural methods that will benefit our planet.

There is still a long way to go, but we are proud what we've achieved so far and we will not stop the movement towards a sustainable business practice.

*Markus, Marina, Chris,*

*AVANTCHA Managing Partners*



# Our Company Highlights

Steady organic growth, on average 40% year on year, since 2014.

Privately owned, self funded and owner managed.

2014

Founded

40+

Employees

18

Nationalities

04

Countries

With offices in the UK, Switzerland, Thailand and UAE our team covers Europe, Middle East and Asia. Our logistics and production hub, conveniently located in Dubai, between East and West.



97%

of our products are packed in UAE

85%

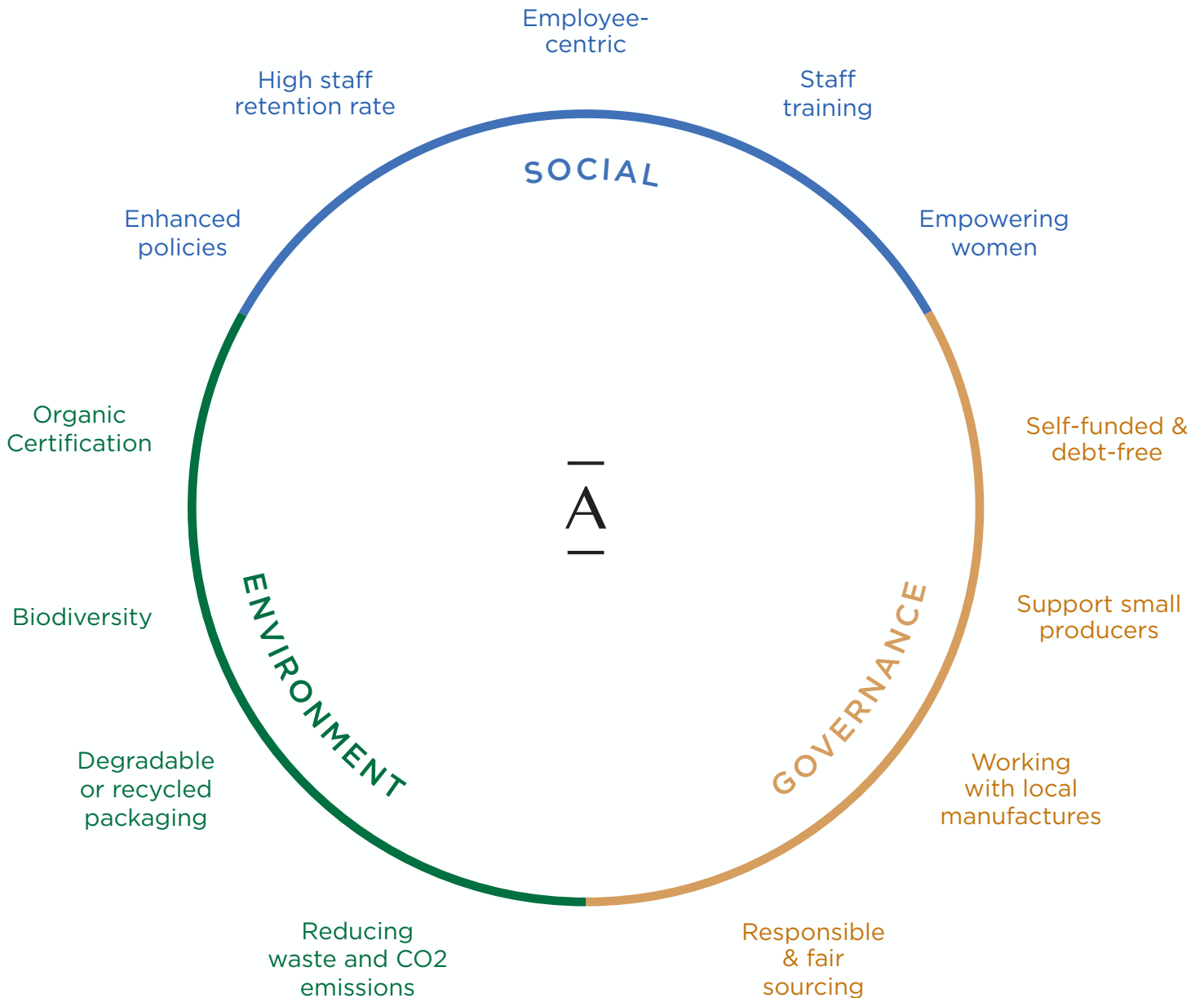
packaging materials produced in UAE

73%

of our suppliers are with us over 5 years

# Our Key Pillars

Environmental, Social and Governance



# Teas & Herbals

Certified Organic  
from Farm to Cup

Our processing company, where we blend and pack our teas and herbals, **Atlas Tea DMCC** and our own distribution company **Artisan Specialty Tea Trading LLC** are **both EU Organic Certified**.

We directly source **organic-certified** products from our suppliers, taking this through the supply chain **from garden to cup**.

We also work within the parameters of our own **‘Natural Farming’** accreditation that audits and tests teas and botanicals to ensure they are pesticide-free and produced under organic principles.

This helps to support smaller farmers who cannot afford certification, or are in the process of conversion, as well as keeping our supply chain and product collection diverse.



ORGANIC CERTIFIED  
TEA GARDENS



ORGANIC CERTIFIED BLENDING &  
PACKING FACTORY IN DUBAI



ORGANIC CERTIFIED  
ONLINE AND OFFLINE TEA SHOP

## OUR ENTIRE SUPPLY CHAIN

is organic certified

by CERES - Certification of  
Environmental Standards GmbH



AE-BIO-140  
Non-EU agriculture



CERES  
205562

# Planet Friendly Packaging

100% biodegradable teabags, made from non GMO sugar cane.

Due to a smart layer combination, we reduce plastic (PET) in each sachet with only lamination without compromising shelf life. (PET is the world's most recycled plastic).

FSC Certified and Recycled Paper for all our gift and retail boxes.



AE-BIO-140  
Non-EU agriculture



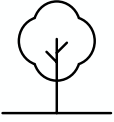
CERES  
205562

# Delivery Boxes

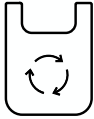
All our product deliveries are done in paper / carton boxes, produced in UAE. We avoid plastic, except for rare occasions when glass or extremely sensitive products need extra protection.



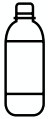
# Reducing Our Waste



In 2024, we saved the equivalent of 300 trees with our paperless dispatch, removing all paper invoices and return labels.



We've removed 93% of single-use plastic from our internal operation.



We saved the equivalent of 35,600 plastic bottles last year by removing 5,340,600 plastic teabags.

We ensure that all our supply chain plastic alternatives are either paper or oxo-biodegradable - both of which do not release harmful chemicals in the soil.



# Carbon Offset - 2022 to 2025

We partnered with Carbon Footprint to help combat the climate change and sustain our environment for future generations.

We offset 281.7 tonnes of carbon dioxide

The current carbon offset projects provide additional benefits such as biodiversity, education, jobs, food security, clean drinking water and health and well-being in developing countries.

Projects in Zambia, Uganda, India, etc

<https://www.carbonfootprint.com/carbonoffsetprojects.html>

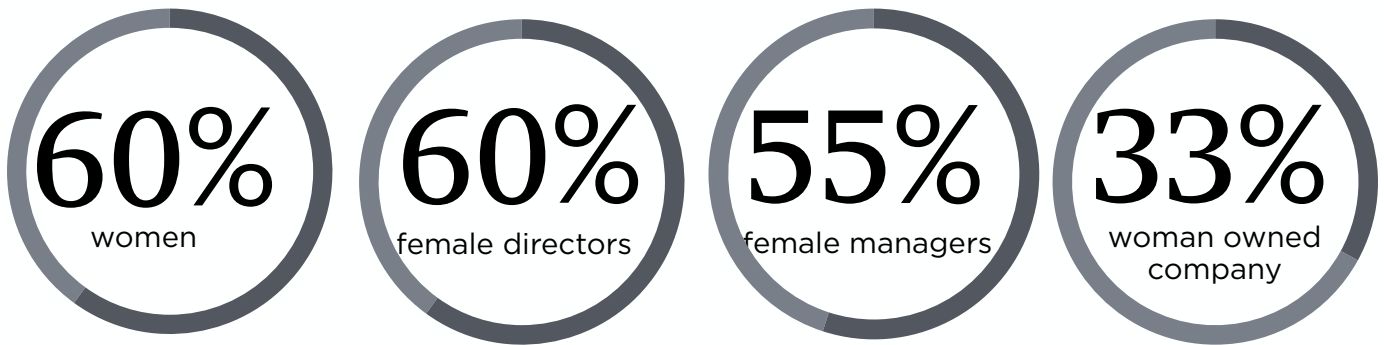


# Our People

We care about our people and every member of the team to feel valued, supported and listened to.

Here is how we're taking out value of caring seriously:

- Fair and comprehensive remuneration and benefits.
- High discounts on products for employees and their families
- We surprise and delight our employees with monthly lunches and quarterly staff events.
- We encourage personal growth and offer outside training for employees to develop new skills.



Employee retention rate above 90%



# Our People

Our company leadership team is the gate keeper to our sustainable practices, each in them in their own role, lead the company and the team with best sustainable practices at heart. They collectively monitor, manage and report sustainability efforts and impacts.



**Markus Zbinden**  
Co-founder, Co-owner

Markus travels the world to source and foster relationships with our tea and herb growers.



**Marina Rabei**  
Co-founder, Co-owner

A certified Tea Sommelier, Marina overlooks training and development, marketing and retail.



**Christian Lehmann**  
Co-owner

Seasoned F&B professional, Chris looks after our Operations & Logistics.

# Our Production Partners

Partnering with Re-Wrap a social company that supports financial independence of women in India, to create organic, reusable cotton bags.

B Corp certified company supporting 6,000 + people in the value chain



# Embracing Local Craftsmanship

We design all our products in-house and produce them with our selected partners.

We produce all our gifting packaging in UAE, working with local craftsmen and supporting our home community.

We pay fair prices for our goods and enjoy lasting relationship with same partners for almost a decade.

All our coverings are made from recycled paper or FSC certified



## Our Tea Growers

We partner with farmers that practice organic agriculture but also look after their communities.

The Organic English Breakfast that is partly sourced from tea gardens in India is coming from tea growing communities that use the tea trade as vehicle for positive social and environmental transformation.

The Indian teas in our Platinum Collection are coming from world first tea garden awarded with Regenerative Organic Certification.

This tea garden practices:

- keep top soil covered and moist
- maintain a healthy roots system
- not using tiling machines, only hand tiling
- agroforestry, or forest planting of mixed variety of trees, shrubs and leguminous plants
- silvopasture or integrating livestock onto farming practices



# Our Herbs Growers

In 2022 we partnered with **My Farm Dubai**, that is committed to growing pesticide free herbs. We contracted My Farm Dubai to grow for us Lemon Balm, which we used in the bespoke blend we crafted for Atlantis the Royal.



# Ethical Standards

Due to the nature of our Organic & Fairtrade certified supply chain we can assure that our suppliers follow our ethical standards and traceability is guaranteed from garden to market. Prices are therefore transparent throughout the chain.

**100% of our tea partners are organic certified and they are all part of the Fairtrade certification process.**

Part of the process are regular audits to verify compliance with ethical standards, ensuring that no unfair competition, bribery or corruption is tolerated in the gardens and that working conditions are of a high standard and dangerous work is not carried out. We actively campaign against child labour and forced labour and monitor this.

At AVANTCHA we are committed to regularly assessing and update our ethical policies and practices and continuously improve our commitment to ethical standards.



FAIRTRADE  
FOUNDATION





## Our Certification



EU Organic" refers to a certification standard within the European Union that guarantees a product has been produced according to strict organic farming practices, meaning it adheres to specific rules regarding cultivation, animal welfare, and processing, and can be labeled with the official EU organic logo, signifying its compliance with these standards to consumers



Japan Agricultural Standards (JAS) is the compulsory certification for export and marketing of organic products in Japan. It certifies agricultural and zootechnical products, processed products for human and animal consumption.



Our own label is Natural Farming. This label is applied to products that have no pesticide residue, but the origin farmers cannot afford to pay for certification.

We test every single batch of tea and the lab results can be submitted on request.



USDA organic is a label that indicates that food or agricultural products have been grown and processed according to federal guidelines. These guidelines cover soil quality, animal raising practices, and more

## Our Partners' Certification



FSC ensures all trees are harvested in a sustainable way and deforestation occurs over time. All of our paper packaging is FSC-certified which ensures the paper is from responsibly managed forests and all workers are protected too.



Fairtrade certification is a globally recognised program that ensures products meet strict social, environmental, and economic standards



Regenerative Organic Certified is an agricultural certification for soil health, animal welfare, and fairness for farmers & workers.

# Extracts of Our Certificates

**CERES Certification of Environmental Standards GmbH**  
 49 19151 96692 49 - info@ceres-cert.de  
 www.ceres-cert.de  
 Nürnberg Straße 11  
 Herbruck, D-91247, Germany  
 certifies that  
**Artisan Specialty Tea Trading LLC**  
 +971 507 759 133 - admin@alastea.ae  
 Physical Address  
 Warehouse 12, Al Manara, Al Quoz 1  
 Dubai, 71552, United Arab Emirates  
 is certified to the USDA organic regulations, 9 CFR Part 205, for the categories of  
 Handling  
 Once certified, a production or handling operation's organic certification continues in effect until surrendered, suspended, or revoked. Status of this certification and specific certified organic products covered may be verified at <https://organic.ams.usda.gov/integrity/CP/OPF79sp1a-4080207499>

Certifier Client ID: CE-207499  
 Certificate Number(s): 4080207499  
 NOP Operation ID: 4080207499  
 Effective Date: 4/24/2024  
 Anniversary Date: 12/31/2025  
 Issue Date: 1/9/2025

**USDA ORGANIC INTEGRITY DATABASE**

Operation Profile (4080207499) updated on 1/9/2025  
 This Operation Profile was generated by the USDA Agricultural Marketing Service National Organic Program. Additional up-to-date details about certified products can be found online in the INTEGRITY Operation Profile through the QR Code or URL printed at the bottom of this page, or by contacting the Certifier directly.

Operation Information

Program: USDA-NOP  
 Operation Name: Artisan Specialty Tea Trading LLC  
 Operation Status: Certified  
 Status Effective Date: 4/24/2024  
 Certifier: [CERES] CERES Certification of Environmental Standards GmbH  
 NOP ID: 4080207499  
 Certifier Client ID: CE-207499  
 Other Former Names: N/A  
 NOP Anniversary Date: 12/31/2025  
 Business Types/Service: --  
 Total Certified Acres: --  
 Additional Info: --

Scope and Product Summary

Scope	Status	Status Effective Date	Certified Products
Handling (2)	Certified	4/24/2024	Health Products: Herbs (Organic Hibiscus crushed, Organic Nettle Mint, Organic Peppermint, Organic Thyme); Beverage Related Products: Tea (Brewing Chamomile, Brewing English Breakfast, Brewing Nettle Mint, Brewing Zesty Karkade, Darjeeling Autumn Sarnabong, Darjeeling Summer Sarnabong, Darjeeling Summer Singell, Organic Bawang Cha Pu'eh Cake, Organic Chamomile Blossoms, Organic Chamomile Cooler, Organic Darjeeling 2nd Flush, Organic Dong Ding, Organic English Breakfast, Organic Gale Oolong, Organic Ginger Breeze, Organic Golden Yunnan, Organic Gorpowee Espresso, Organic Hibiscus Flowers, Organic King of Pu'eh, Organic Masala Spice Cha, Organic Mint Tea, Organic Natural Rooibos, Organic Royal Keemun, Organic Spring Mao Feng, Organic White Peony Bai Mu Dan, Organic Wuyi Oolong)

The Certified Product List is truncated at 20,000 characters. Additional information is available in the Operation Profile.

Contact Information

Name: Markus Zbinden  
 Phone: +971 507 759 133  
 Email: admin@alastea.ae  
 Website: N/A  
 Addresses: [Physical Address] [Mailing Address]  
 Warehouse 12, Al Manara, Al Quoz 1  
 Dubai, 71552  
 United Arab Emirates

**Certificate for operators, groups of operators and exporters in third countries for products to be imported into the European Union as organic products or in-conversion products**

1.1 Document number: AC-BIO-140.784.000008.2025.002

1.2 Operator type:  Operator,  Group of operators,  Exporter

1.3 Operator or group of operators: Name: Artisan Specialty Tea Trading LLC, Address: Warehouse 12, Al Manara, Al Quoz 1, Dubai, United Arab Emirates, ISO Code: AE

1.4 Control authority/Control body: Authority: CERES - CE Certification of Environmental Standards GmbH (AE-BIO-140), Address: Vorderhadach 1, 91236, Haggung, Germany, ISO Code: DE

1.5 Activity or activities of the operator, group of operators or exporter: Preparation, Distribution, Storing, Export

1.6 Category or categories of products as referred to in Article 35 (7) of Regulation (EU) 2018/848 of the European Parliament and of the Council and production method(s): (a) Processed plants and plant products, including seeds and other plant reproductive material. Production method: Organic production excluding during the conversion period. (b) Processed agricultural products, including aquaculture products, for use as food. Production method: Production of organic products.

1.7 Directory of products: Name of the product: 0902 Tea, whether or not flavoured. Organic. 0908 (Ginger, saffron, turmeric) (curcuma), thyme, bay leaves, curry and other spices. Organic.

1.8 Date, place: Date: 24 January 2025, Name and signature: CERES - Certification of Environmental Standards GmbH, Place: Haggung (DE)

1.9 Validity: Certificate valid from: 24/01/2025 to: 31/12/2025

<https://webgate.ec.europa.eu/tracesnt/directory/publication/organic-operator/AE-BIO-140.784.000008.2025.002.pdf> 1 / 2

**Certificate for operators, groups of operators and exporters in third countries for products to be imported into the European Union as organic products or in-conversion products**

1.1 Quantity of products

1.2 Information on the land

1.3 List of premises or units where the activity is performed by the operator or group of operators

1.4 Information on the activity or activities carried out by the operator or group of operators and whether the activity is, or the activities are performed for their own purpose or as a subcontractor carrying out the activity or activities for another operator, while the subcontractor remains responsible for the activity or activities performed

1.5 Information on the activity or activities carried out by the subcontracted third party

Activity	Description of the activity or activities as referred to in point 5 of part 1	Responsible
Storing		Operator or group of operators remains responsible

1.6 List of subcontractors carrying out an activity or activities for the operator or group of operators for which the operator or group of operators remains responsible as regards organic production and for which it has not transferred that responsibility to the subcontractor

Subcontractor	Activity	Description of the activity or activities as referred to in point 5 of part 1
Name: Integrated National Logistics, Address: Plot WC 5,6,7 South Dubai World Central, Dubai, United Arab Emirates, ISO Code: AE	Storing	

1.7 Information on the accreditation of the control body in accordance with point (g) of Article 46(2) of Regulation (EU) 2018/848  
 Name of the accreditation body: BAKS - Deutsche Landwirtschafts-Gesellschaft  
 Hyperlink to the accreditation certificate: <https://www.ceres-cert.de/company>

1.8 Other information

<https://webgate.ec.europa.eu/tracesnt/directory/publication/organic-operator/AE-BIO-140.784.000008.2025.002.pdf> 2 / 2

# Extracts of Our Certificates

Certificate



**CERES**  
Certification of Environmental Standards GmbH

Number of certificate: CO-311833

**Atlas Tea DMCC**  
Office No. M23 Plot No S10814 Jebel Ali South  
Dubai, 71552  
United Arab Emirates  
Operator number: CE-205562

The products and activities specified in the product list of the mentioned company are certified according to the following standards:



**JAS Organic (JAS)**  
205562

**Categories of organic operation:** Processing PPM

The certification details of products and activities are listed under [www.EASY-CERT.com/CH/CE-205562](http://www.EASY-CERT.com/CH/CE-205562).

Initially issued: 01/09/2022  
**Updated on: 03/01/2025**  
**Due re-inspection date: 31/12/2025**

**Sites**

- Atlas Tea DMCC, Office No. M23 Plot No S10814 Jebel Ali South, 71552 Dubai, United Arab Emirates: Processed Food
- DMCC Tea Centre, Jebel Ali Freezone Dubai, United Arab Emirates: Processed Food
- Integrated National Logistics, Plot WC 5,6,7 South Dubai World Central, 3139 Dubai, United Arab Emirates: Processed Food

Hersbruck, updated on: 03/01/2025



Bernhard Schulz

This certificate replaces all previous versions issued to the same certificate holder. The operator must use the JAS-CERES seal on organic products destined for Japan. Misuse of the JAS-CERES-Seal may be prosecuted under Japanese Law. Note that this certificate applies only to the organic mode of production and not to any other aspect of food quality.

The CERES-JAS logo must be used on all graded products sold with JAS certificate, including the certificate number as shown above.



**EASY-CERT**

CERES GmbH is accredited by the Japanese Ministry of Agriculture, Forestry & Fisheries (MAFF) according JAS law number 175 of 1950 until 4 July 2026 with registration No. 8.

CERES GmbH  
Nürnberg Str. 11  
DE-91071 Hersbruck  
Phone: +49-9151-96692-0  
E-Mail: info@ceres-cert.de  
Web: [www.ceres-cert.com](http://www.ceres-cert.com)  
Trade Register HRB 21261

HACCP CERTIFICATE

*Certificate of Compliance*

This is to certify that the  
Hazard Analysis and Critical Control Point System of

**ARTISAN SPECIALTY TEA TRADING**  
Al Quoz 1, Al Manara, Corner Street 4A & 7A,  
Warehouse 12, Near Planters



UNIVERSAL REGISTRARS

has been assessed and found to conform to the requirements of

**Hazard Analysis & Critical Control Point System (HACCP)**  
System and Guidelines for its application Annex to CX-1-1969  
(Revised in 2020)



for the following scope :

Tea Re-packing and Trading.

**Certificate Number : AM683246**

This certificate is valid from 01-Jun-2024 until 31-May-2027



.....  
Certification Manager

**UNIVERSAL REGISTRARS**  
[www.universalregistrars.com](http://www.universalregistrars.com)

Level 18, 40 Bank Street,  
Canary Wharf, London E14 5NR, UK.  
Email ID: info@universalregistrars.com

This certificate can be verified at the above URL.  
The certificate remains the property of Universal Registrars, to whom it must be returned on request. Lack of fulfillment of certification terms and conditions at all times, may render this certificate invalid.



# Extracts of Our Certificates

**ميديل ايست لخدمات الفحص**  
**METS Middle East Testing Services**

**DETERMINATION OF ULTIMATE AEROBIC BIODEGRADATION OF TEA BAG SAMPLE UNDER CONTROLLED COMPOSTING CONDITIONS**

Client : ATLAS TEA DMCC  
 Plot No. S10814, Sheikh Zayed Road,  
 Jebel Ali Freezone Extension - Dubai,  
 United Arab Emirates

Objective : To determine the ultimate aerobic biodegradation of tea bag sample under controlled composting conditions as per ISO 14855-1:2012.

Approved by: *Dr. Sunil Kumar Madathil, Ph.D.*  
 Laboratory Manager - UAE

Report No.: MR-080923-248/Rev-01  
 Analysis Date: 15/09/2023-15/03/2024  
 Reporting Date: 18/03/2024  
 Issue No.: 01 (Re-Issue Date: 19/04/2024)

Page 1 of 8

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 E-mail: lab@metslab.com | Web: www.metslab.com

**ميديل ايست لخدمات الفحص**  
**METS Middle East Testing Services**

Report No.: MR-080923-248/Rev-01  
 Date of Analysis: 15/09/2023-15/03/2024

**Bio-Degradation Curve**

Figure 1: Biodegradation Graph for positive-control (cellulose) and the test sample.

6. Conclusion

The Degree of biodegradation under controlled composting conditions at 58±2°C of the test sample, namely tea bag was tested together with the reference material, cellulose microcrystalline for 180 days. The biodegradation percentage of the tested sample was calculated from the cumulative amount of carbon dioxide evolved. It was found that the biodegradation percentage of cellulose was 95.81%. Under the same conditions, tea bag sample reached a biodegradation percentage of 95.46%. The biodegradation percentage of tea bag sample compared to that of positive control sample is 99.63%.

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**ميديل ايست لخدمات الفحص**  
**METS Middle East Testing Services**

Report No.: MR-080923-248/Rev-01

-Appendix-

-Fig. Image of test system-

-Fig. Image of test sample

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**ميديل ايست لخدمات الفحص**  
**METS Middle East Testing Services**

Report No.: MR-080923-248/Rev-01

-Appendix-

-Fig. Image of test specimen on Day 1-

-Fig. Image of test specimen on Day 90-

-Fig. Image of test specimen on Day 180-

The above test results are only applicable to the sample in the above image. They shall not be reproduced except in full, without the written approval of METS laboratory. For further clarification of reports, please contact [lab@metslab.com](mailto:lab@metslab.com)

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 E-mail: lab@metslab.com | Web: www.metslab.com

# Extracts of Our Certificates

**Certificate of Producer Recognition  
Authorization to Trade**

**Fair Trade USA® hereby affirms that:**

**CONFIDENTIAL SUPPLIER NAME**  
Gurue, Zambézia, Moçambique

Qualifies as a **Recognized Producer** within the **Fair Trade USA Producer Recognition Program** and is authorized to trade the products identified below with Fair Trade USA's Registered Buyers using the **Fair Trade Certified™** seal.

Date of Issuance: April 27, 2024  
Expiration Date: February 23, 2027  
Product: Tea (Camellia sinensis)  
Fair Trade USA ID: 1542302  
FLO ID: 4172

The Recognized Producer assumes full responsibility for fulfilling the terms and conditions described in Fair Trade USA's Producer Recognition Program. This Authorization to Trade covers your role as a producer as well as exportation of your own products.

Approved by:  **Paul Rice**  
Founder and CEO



Fair Trade USA  
1901 Harrison Street Suite 1700, Oakland, California 94612 USA



**Certificado Fairtrade**

**CONFIDENTIAL SUPPLIER NAME**  
FLO ID 41712

**está em conformidade com as normas Fairtrade e requisitos de certificação FLOCERT de acordo com âmbito referido abaixo:**

**Produtos** Chá  
Para mais detalhes sobre o tipo de produto específico, consulte o apêndice 2.

**Âmbito** Os anexos fazem parte do certificado:  
Apêndice 1: Lista de normas Fairtrade e requisitos de certificação FLOCERT  
Apêndice 2: Âmbito de produto  
Apêndice 3: Entidades parte do certificado Fairtrade

**Válido até** 23 Feb 2027

**Endereço** Gurue, Zambézia, Moçambique

23 Feb 2023  
Data de emissão



Katharina Wagner  
Directora Executiva



Este certificado só pode ser alterado pela FLOCERT GmbH, qualquer alteração não autorizada será inválida. Todos os certificados anteriores seguem requisitos por este problema. Por favor, visite a Pesquisa Cliente Fairtrade (Fairtrade Customer Search) em www.flocert.net para obter informações sobre o atual escopo e validade deste certificado. © FLOCERT GmbH - Bonner Talweg 177 - 53129 Bonn, Germany



**Fairtrade Certificate**

**CONFIDENTIAL SUPPLIER NAME**  
FLO ID 1566

**is in compliance with the Fairtrade standards and FLOCERT certification requirements for the below scope:**

**Product(s)** Banana, Cocoa, Fresh fruit, Herbs, herbal teas & spices, Nuts, Oilseeds and Oleaginous fruit, Tea  
For details on specific product type see appendix 2.

**Scope** The appendices form part of the certificate:  
Appendix 1: List of Fairtrade standards and FLOCERT certification requirements  
Appendix 2: Product scope  
Appendix 3: Entities part of the Fairtrade certification

**Valid until** 03 Mar 2026

**Address** Braybrooke Street 23, 00200, Colombo, Sri Lanka

03 Mar 2022  
Issue Date



Katharina Wagner  
Chief Executive Officer



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**Fairtrade Certificate**

**CONFIDENTIAL SUPPLIER NAME**  
FLO ID 5382

**is in compliance with the Fairtrade standards and FLOCERT certification requirements for the below scope:**

**Product(s)** Tea  
For details on specific product type see appendix 2.

**Scope** The appendices form part of the certificate:  
Appendix 1: List of Fairtrade standards and FLOCERT certification requirements  
Appendix 2: Product scope

**Valid until** 25 Feb 2025

**Address** Xiangcha High Technology Industrial park, No.19 LongYuan first Road, Furong District, 410002, Changsha, Hunan, China

25 Feb 2021  
Issue Date



Andrea Debbané  
Chief Executive Officer



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