



DETHLEFSEN & BALK

TEA AND COFFEE WHOLESALE FROM HAMBURG

Dethlefsen & Balk is one of the oldest tea merchants acting as an importer, producer and wholesaler. As such, we supply further wholesalers and specialized shops with tea, coffee, confectionery and accessories. In addition, we offer you an elaborate concept for personalizing your products, marketing activities and even the implementation of a shop system. Thanks to our extensive assortment, united with comprehensive expert counselling, you may order almost everything from a single source.

MISSION STATEMENT



What you can rely on...

In these fast-moving times of almost unlimited possibilities, we continue to build on long-term relationships and stability. The trusting cooperation with our business partners is based on fairness and reliability and goes back to the traditional committing "gentleman's agreement". Our founding principle remains fairness in trade coupled with commitment.

Tradition implies commitment... Modernity spurs us on...

Being a traditional trading company in Hamburg, an international business location, we assume responsibility for regional projects; at the same time, we support sustainable development in the countries of origin. Environmental protection is becoming increasingly important. Needless to say, we use alternative energies. Also, a large portion of our teas and coffees come from controlled organic cultivation.

From our homeport, Hamburg, into the big, wide world...

Hamburg is the hub and pivot for European tea and coffee trade. The port of Hamburg – the gateway to the world – allows us to open our view beyond conventional horizons, a concept that has been firmly anchored in our company culture. From here, we deliver our quality products to over 80 countries worldwide. As an international import and export company, we stand for open-mindedness and recognise the great potential of social diversity.

TEA – OUR DNA



Tea has been our core business since 1836 and we have constantly enlarged our dynamic team with both young and experienced colleagues. By creating new, innovative varieties, we continuously optimise our range and adapt to the ever-changing international market.

Apart from the 500 standard catalogue teas, we offer rarities, classical teas and over 5.000 tea taster blends that are readily available. The carefully selected raw materials are ennobled with numerous ingredients and flavours before being packed according to the client's wishes in 1 kg, 5 kg or 25 kg units. Individual blends can be obtained starting from a minimum order of only 5 kg.

DETHLEFSEN & BALK INTERNATIONAL



Homeport:
business location Hamburg

We serve clients in over 80 countries! This goes to show that our products meet global approval and that clients in the farthest corners of the world can rely on us. While walking through our export team, it is exciting to hear languages such as Russian or Chinese, which might sound Greek to you, but this personal contact to clients is our daily work.

Our worldwide success is a combination of several factors:

- internationally esteemed product selection
- best quality
- precise documentation and logistics
- experience
- and a deep understanding of cultures and markets.

As an international client, you are dedicated just as much personal support as a domestic client. We are happy to come and visit you and we participate in numerous international trade fairs. We will also be happy to welcome you in Hamburg, Germany's most beautiful city and the gateway to the world!

QUALITY MANAGEMENT AND CONTROL



Our quality management team prefers to be on the safe side when it comes to maintaining quality standards and product safety. Whether we are talking about raw materials or finished goods, declarations or application safety, all of the product characteristics are double-checked, unconstrained by supplier information, before the goods are sent out to the client. Since 2015, we have been using a modern plant, which filters and removes foreign objects from purchased raw materials. Without these quality assurance measures, the goods are not released for further processing and refining. The traceability of the goods with our batch number system guarantees a complete traceability back to the raw materials. Of course, our products are also examined in accordance with the currently valid European Union (EU) directives by independent and accredited laboratories. We are also proud to have obtained optimal results in various audits. Apart from the self-evident HACCP and IFS certifications, we are constantly striving for further certifications. We are “surely” on the right track.

PRODUCT QUALITY AND RESPONSIBILITY



Our dedicated purchasers select suppliers and products according to quality and other very high standards such as the compliance with production reliability and social responsibility. Thanks to our long-standing, close contact to our suppliers and especially thanks to the many visits our purchasers make to our producers, we can regularly check and confirm these criteria.

DETHLEFSEN & BALK FOR SPECIALTY SHOPS



We offer an extensive and excellently balanced range of teas and coffees. For your competitive advantage, we responsibly provide everything from a single source, of highest quality and in appropriate quantities.

A great variety of various delicate, high-quality, and unique products, which are clearly distinguishable from industrially manufactured goods... Those are the expectations of our specialty shop clients. We do not only meet those needs by offering extended ranges of tea, coffee, sweets and accessories, but also by continuously developing those ranges in collaboration with small manufacturers all around the globe – Only in this way can we ensure that we offer an incomparable assortment, which is vastly different from that of conventional food retailers.

In order to provide a diverse range of products, we wish to give our clients the opportunity to order in rather small quantities, if possible. Furthermore, we happily provide support with the customisation of our products, thus giving you the opportunity to combine high quality with your own branding.

DETHLEFSEN & BALK FOR CATERERS



If you are a supplier or member of the hotel and food service industry we have several special treats for you. Besides the loose leaf tea we also carry high-quality lines of pyramid tea bags, individual sachets as well as premium tea bags, tins and displays. Naturally, premium coffee is also part of the repertoire. Carefully selected accessories or especially developed tableware for a demanding clientele perfectly round off our assortment.

When it comes to your own brand we will put the emphasis on your individual needs and desires, and support you in developing individually branded packaging options. We are looking forward to working with you on new product series, and introducing them to the market.

DETHLEFSEN & BALK FOR WHOLESALERS



Thanks to our close and long-standing cooperations with growers and manufacturers in the countries of origin of the goods, we are able to obtain an almost unlimited variety of teas, coffees and accessories, all of which are suitable for distribution in wholesale trades.

We offer several options of packaging processes, ranging from bulk to individually designed retail packaging. If desired, we can also plan and create individually designed accessories. This way, you have the opportunity to offer an exclusive, harmonious, and unified assortment. Our experienced team of sales representatives, designers, and purchasers is always at your disposal to answer any questions or concerns you might have.

Additionally, we offer support with logistics and decentralised supply. We will find an individual and appropriate solution for supplying your store, as well as warehousing your goods.

Naturally, we will support you in presenting your product range. We can supply you with product photos for your catalogue or homepage, as well as product descriptions and technical data.

DETHLEFSEN & BALK FOR ONLINE RETAILERS



We are looking forward to supporting you with your online business. We'll gladly provide product photos for your web shop – and if desired – we also offer advice for the design of your website.

All our products are declared in a manner that ensures the immediate release on the market without further labelling. Thanks to our quick and reliable logistics, we can organize an optimal supply chain at short notice any time.

We also support you in the implementation of your trade mark for our products. We offer many different production options for the product ranges of tea, coffee and accessories. Our colleagues of the sales, product development and marketing teams will be happy to accompany your product and website projects.

WHY WORK WITH US?



Jens Meier and Marcus Clausen
General manager since 1998

We continue to build long-term relationships and stability - and we strive to be your one-stop partner to fit all your needs and offer you the best service possible:

- **Close contact with you:** Reach us at any time by phone, e-mail and of course via our online shop, but also with pleasure via video conference. We know that our joint success depends on our exchange and extensive communication with you.
- **Huge range of recipes & individual blends:** We have several thousand tea and coffee recipes available outside the catalogue, or will gladly create your own personal blend.
- **Boost your online shop:** We are happy to provide professional product and mood photos as well as valuable technical and advertising texts for your own internet presence.
- **Individual design:** Stand out from the competition with accessories developed to suit your individual needs and our private label options!

INDIVIDUAL DESIGN: ACCORDING TO YOUR PREFERENCE



You want to stand out from the competition and are looking for your own personal packaging and/or labels? We will gladly implement your ideas! You already have a brand, a first idea, a logo, a mere direction? Or are you still looking for inspiration and expert advice? We'll develop and realise it for you. What we can design for you:

- labels for your bags & sleeves for your tins
- business cards
- flyers, posters, banners
- price cards
- vouchers
- tea cards
- advertisements
- bag stamps
- individual packaging
- individual tea pyramids
- ... and much more!





**THANK YOU
FOR YOUR
ATTENTION!**