

## 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.

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.

Visitors to PLMA 2026 in Amsterdam will have the opportunity to experience these developments first-hand and explore how OTG continues to shape the future of tea.

Interested in shaping the future of tea together?

Visit us at **Stand 1.J05** at PLMA in Amsterdam or contact us at [info@otg.de](mailto:info@otg.de). Our experienced sales team looks forward to meeting you.



**MINDFUL MOMENT-TEA**

Visit us at PLMA:  
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