

## **ekaterra to become LIPTON Teas and Infusions**



**Rotterdam, 9 January 2023** – ekaterra, the global tea company, has decided to change its corporate name from ekaterra to LIPTON Teas and Infusions\*.

LIPTON Teas and Infusions is the newly independent company acquired by CVC on 1 July 2022, featuring a proud portfolio of 36 brands, each famous and meaningful to consumers at either a global or local level.

Nathalie Roos, CEO of the company said: *"Lipton, the pioneer and reference consumer brand, is the inspiration for our company's name – a testament to excellence, expertise and quality in the world's most loved beverage after water". "By becoming LIPTON Teas and Infusions, we show that we are not merely one brand but many, and we represent not only one tea but the whole category. We're also introducing a new vocabulary: infusion is not just a product description, it's a mindset, it's our modus operandi. Success comes through people collaborating, lifting each other up in the service of common goals. We understand the power of blends, and we honor the role of diversity of thinking and ideas in fostering excellence"*.

### **Setting new standards for the category**

As the global leader, LIPTON Teas and Infusions takes its commitment to lead the conversation on the benefits of teas and herbals very seriously. *"We work on a long-term approach to drive the industry towards higher standards of sustainability, growing value for all, from the tea pickers to the end consumers, including all stakeholders, our entire team, our retailers and partners, and our shareholders and the planet."*, added Nathalie Roos.

With a presence across the globe and over 150 years of experience, we are deeply attuned to the ever-evolving preferences of consumers, for each moment and for each person. We believe tea is a force for good in the world, as it intersects the care for self and others, connection, refreshment and health. Tea is the most natural and popular beverage second only to water. Each of our brands uniquely conveys the universal pleasure of a delightful cup of tea into a personalized daily ritual, perfectly aligned with the culture, habits, and preferences of the individual and the society.

**All external and media inquiries are to be directed to**  
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## **Key facts & figures**

#1 global teas & infusions company

150+ years in the business

17,000 employees

36 world-famous and local brands across all teas and infusions

2 billion euros in revenues

400 million daily consumers around the world

over 4% of global tea leaf production purchased

10,000+ cups tasted a week by our buyers

98% Rainforest Alliance-certified tea

100% organic-certified herbals and tea from Pukka

5 carbon neutral factories (out of 8)

98% of the energy for our Kenyan operations comes from renewable sources

2 B Corp certified brands: Pukka and T2

\* The name change of our legal entities to LIPTON Teas and Infusions is taking place progressively after the complete separation from Unilever during the course of 2023.

Our business excludes the tea operations in India, Indonesia and Nepal retained by Unilever and the Pepsi Lipton ready-to-drink beverages remaining an independent joint venture between Unilever and PepsiCo.