





MEET BERNIE!

# WHO WE ARE

Natural moose provides the highest quality premium food products. Our mission is to provide the best products on the market. We have products people will want in their kitchens. From our Tea-Trotters series that brings culinary flavours from across the globe, to our favorite tradition and unconventional teas, to our staple spices. We offer it all. We also have a variety of product accessories including a Double-Walled Glass Cup and Tea Filters to make your experience with Natural Moose, one of a kind. Our life philosophy is one of ever-increasing vitality and holistic self-awareness. We invite you to participate in a good cup of tea or a unique, wonderful seasoning as a step towards a better, stress free, delicious future.

# AN ORGANIC APPROACH

Natural Moose believes in an organic, natural approach. We offer an assortment of tea and spices that contribute to physical and psychological health. Traditionally tea has been consumed for its' many health benefits. We are innovative. We have teas for all occasions. Start you day with an energizing blend, slow down over lunch with another, and enjoy a relaxing cup in the evenings. We have teas for all needs and opportunities.



GLUTEN FREE



GLUTAMATE FREE



VEGAN



NATURAL



LACTOSE FREE



# PHILOSOPHY



## WE FOCUS OUR ATTENTION AND EFFORTS ON SIX OBJECTIVES.

- We want to invite all our friends into the fascinating world of tea where they can have a natural treat. Our hope is to incorporate traditional natural products into the modern lifestyle.
- We want to pass our enthusiasm for tea to our customers. We want to showcase the excellent quality of the product with eye-catching design & presentation, creative practical application, good product information, and excellent customer service. This is our main goal.
- We want to offer the best selection of teas from around the world that are priced competitively and with inscrutable quality.
- Natural Moose tea selection is pure, naturally cultivated teas. We have quality teas as well as fruit/tea blends
- Our beautifully designed packaging is more than a box. It is a link to the precious contents and a way to showcase our brand. Our brand will be recognizable and will establish trust with the consumer.
- Each member of the Natural Moose brand is continuously educating themselves and focusing on furthering ourselves.





## THE FOUNDERS:

Bernd Hornauer was introduced to the tea business through his long-time friend Henry. Henry's unique and fruity tea creations overwhelmed Bernd. He came onboard the exiting journey to build the Natural Moose Brand. Bernd has a rich background in manufacturing and operational management and has worked for companies in Eastern Europe, Germany and North America.

Henry Richard Boeck has been involved in the tea business since he was a child. He was educated in his parent's company, a leader in tea distribution, on not just importing and exporting tea but on the subtlety of flavors. He was taught tea species, origins, and harvest management. He became an invaluable advisor to the company. Henry enjoys worldwide recognition for his tea knowledge and regularly lectures in leading tea countries as China, Japan, and India. His first book, "I Dream of Tea" was published in 2017. Henry's philosophy and chosen motto: Sell products that impact peoples' lives in a positive way.







## WE OFFER A VARIETY OF TEAS FROM THE INTERNATIONAL TEA MARKET

Our range of products reflects the inexhaustible selection of the international market. We offer our customers high quality teas from tea regions around the world. We source from renowned established tea gardens, as well as smaller, up & coming out of the ordinary cultivators who share our high quality standards. We have a broad selection of instant tea products, high-quality fruits, herbs and spices to tailor make to our customers preferences.

## TEA – THE BASIS FOR ALL OUR PREMIUM TEA PRODUCTS

Tea is an evergreen bush of the *Camellia* genus. According to a Chinese legend, Emperor Shen Nong (2737-2697 BC) accidentally discovered tea when the leaf of a wild-growing tea shrub fell into his drinking bowl filled with hot water. China (Yunnan) is considered the original home of the tea plant *Camellia sinensis*.

*Camellia assamica* is the second primordial tea plant. It was discovered in India (Assam) in 1823 by Scottish Major Robert Bruce. The plants are thus named after the regions they were originally discovered in.

Cross-breeds of both species exist in many variations. Known as hybrid plants, they are now widely used in tea cultivation.

While herbal and fruit teas are referred to as tea in everyday speech – and for the sake of simplicity, on this website as well – by definition they are not teas, as they do not contain any tea leaves. Rather, they are tea-like infusions.



# HOLIDAY SPECIALS:



## CHRISTMAS

From delicious hints of cinnamon, apples, cloves, and cardamom, this tea embodies the excitement of waking up on Christmas morning. Light up the fireplace, throw on a soft sweater, and get in the festive mood with this cozy Christmas-inspired tea.

Ingredients: Apple pieces, Rose hips, Hibiscus blossoms, Orange peels, Almonds, Cinnamon pieces, Cloves, Cardamom

Caffeine content: None

Steep time: 6-10 minutes

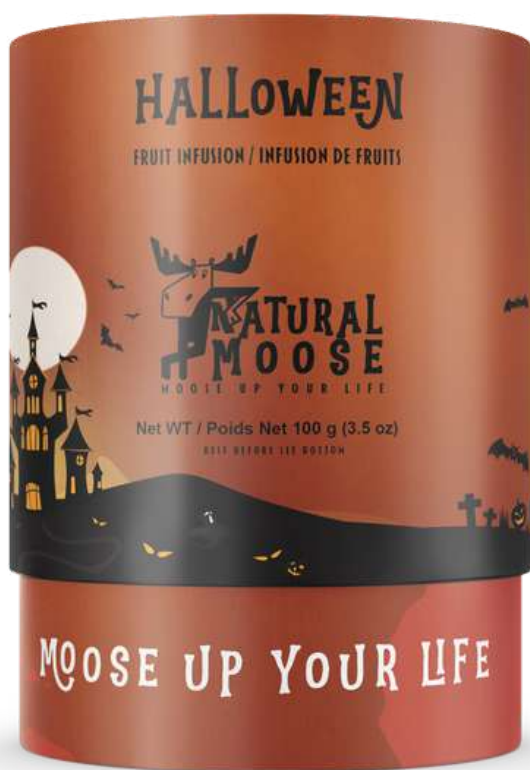
Serving size: 4g/ 0.14oz

Packaging size: 100g/ 3.5 oz

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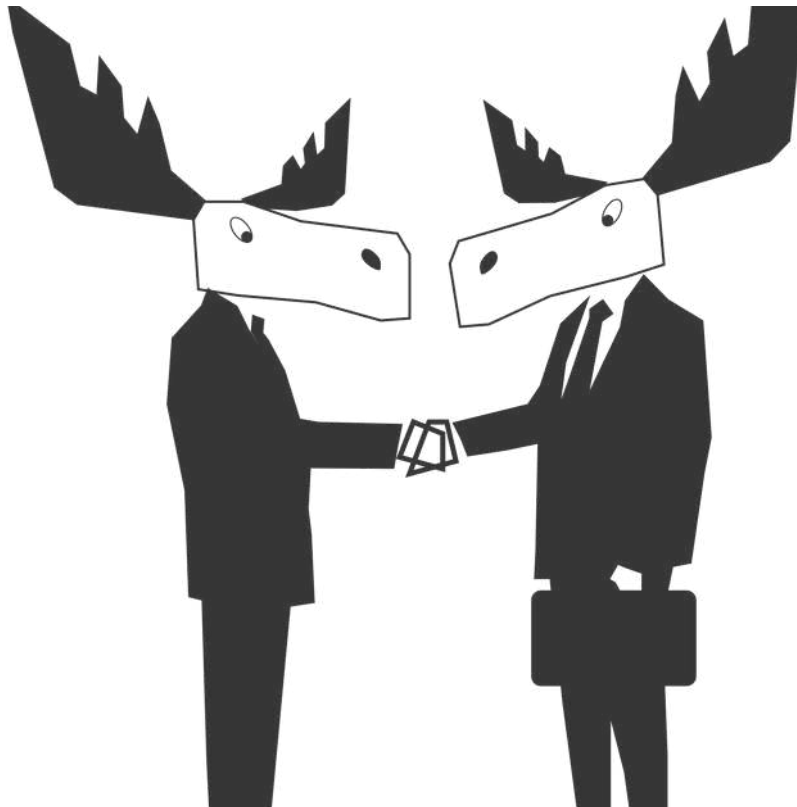
HALLOWEEN

COMING  
SOON



# PRODUCT DEVELOPMENT

Can not find what you are looking for? We have access to more than 700 tea blends to suit what you like best. We can gladly customize a tea blend from our high quality Green, Black, Rooibos teas along with our herb, fruit wellness teas. Ask one of our tea-sommeliers to make you a one-of-a-kind creation.





# PRIVATE LABELING

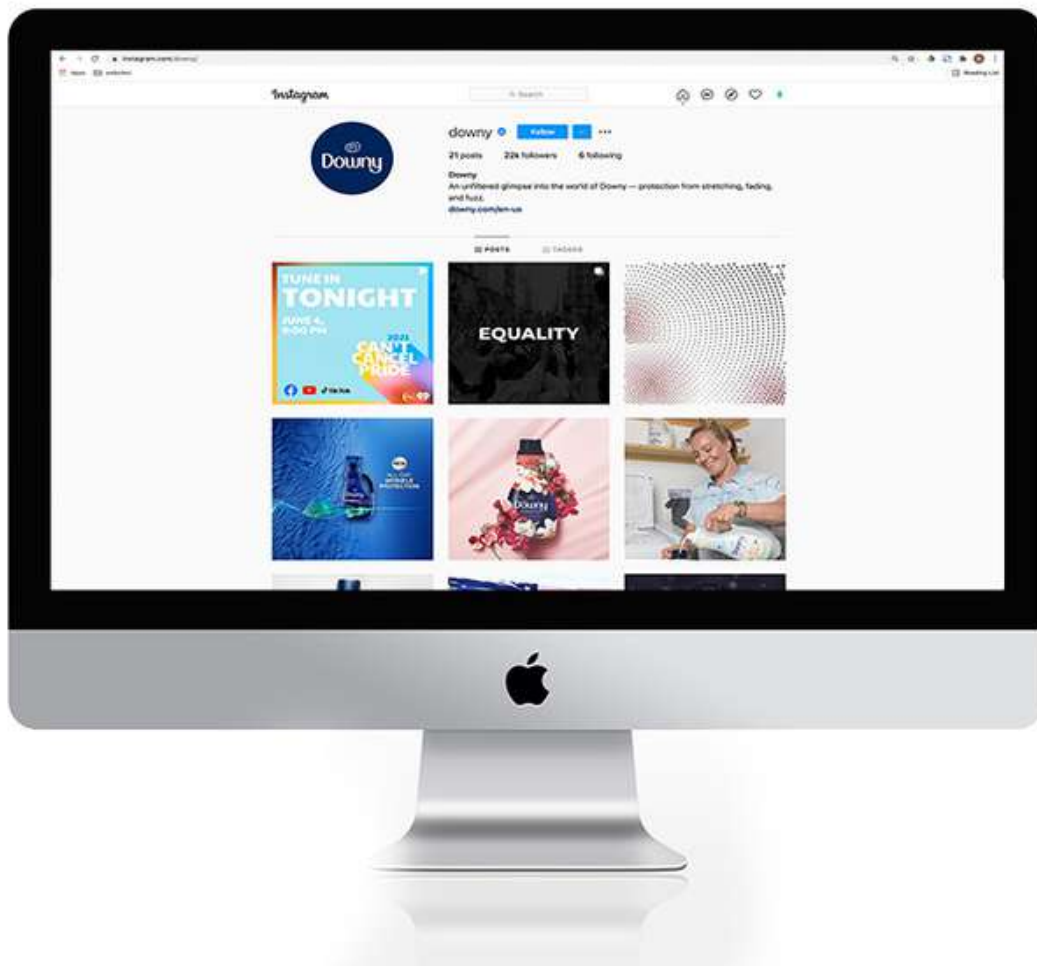
For a minimum purchase of 100 Cans, we will produce your own individual tea design. You can create your design yourself or our inhouse art department can create a label for you just the way you like for free.





# SUPPORTING YOUR SALES

We can provide to you promotional material, flyers, Pop up Stores, and if you wish we can send "Bernie" to greet your customers.



US customers: [www.naturalmoose.com](http://www.naturalmoose.com)  
[www.moose-advertising.com](http://www.moose-advertising.com)  
[www.moose-advertising.com](http://www.moose-advertising.com)

CA customers: [www.natural-moose.ca](http://www.natural-moose.ca)

tel: +1 (780) 918-0883





# QUALITY

Our customers come first. We are committed to providing a quality product to our customers. We are inspired to become better and better. We manufacture only the highest quality products. Our business is centered around fulfilling our customer's wishes and expectations. We strive to provide reliability, short delivery times, and competitive pricing. We believe in the basic principle of preventing mistakes before they happen. We have preventative measures to uphold our high standards for cleanliness in our facilities. Our processes are transparent, efficient, and organized for long term achievement of our goals. We manage ourselves in an environmentally friendly and sustainable way. Our products are sourced ethically. We value the trust of our customers.



We place special consideration on meeting the ethical and spiritual interests of our customers. Any complaints or inquiries will be resolved as quickly as possible with the customers utmost satisfaction in mind. We operate ethically and legally and place importance on maintaining a fair transparent relationship with our customers, suppliers, and employees. Our motivated, well-qualified, innovative employees are the most important capital for our company. Our managers work with our employees to maintain our high quality standards. Our quality standards are scrupulously maintained by our managers. We strive every day to do better. We maintain regular audits.

Signed

A stylized, handwritten signature in blue ink, consisting of several loops and a long horizontal stroke.

Henry Richard Boeck Jan 4th 2021



# MERCHANDISE



## **Bernie Double Wall Cup SKU:1003**

This is not just any glass cup; this is a 250 ml double-walled, insulated glass cup. It not only helps to keep your tea hot but cold as well. This glass is aesthetically pleasing, made of high-quality materials, and is perfect for every tea drinker (and even just for those who want to drink something other than coffee).



**Teafilter SKU:1000**

100 easy-to-use tea filters that are needed in order to drink the tea. Scoop your tea in, close the drawstring tight, add water---and that's it!





US customers: [www.naturalmoose.com](http://www.naturalmoose.com)

CA customers: [www.natural-moose.ca](http://www.natural-moose.ca)

+ 1 (780) 918-0883

[info@naturalmoose.com](mailto:info@naturalmoose.com)

## HOW TO PREPARE OUR TEAS

[www.naturalmoose.com/tea-preparation](http://www.naturalmoose.com/tea-preparation)