

# MELITTA SINGLE PORTIONS

Within the Melitta Group, Melitta Single Portions is responsible for all products connected with the preparation of hot beverages in the form of single servings. With its innovative solutions and products, the operating division aims to become one of the leading, globally operating suppliers for single-serve hot beverages. As of November 2019, Melitta Single Portions has been producing and marketing a premium range of individually portioned teas under its first-ever own brand Avoury®. With the Avoury One® tea machine and more than 30 organic tea varieties, Avoury® stands for a new and sustainable form of top-quality tea enjoyment.



## KEY FIGURES

Sales in € thous.



Employees, full-time employees, annual average



**HEADQUARTERS** Minden, Germany  
**MANAGING DIRECTOR** Holger Feldmann  
**WEBSITE** [www.avoury.com](http://www.avoury.com)

## BRANDS

**AVOURY**  
THE TEA



## OUR POSITIONING

The products of Melitta Single Portions set new standards in the preparation of individually portioned hot beverages. With the Avoury One® and more than 30 premium tea varieties in the sustainable Avoury® TeaCycle Cap® range, Avoury® gives everyone the opportunity to savor moments of top-quality tea enjoyment at the touch of a button.

## OUR STRATEGY

The strategy of Melitta Single Portions is aimed at becoming one of the world's top three suppliers in the single-serve hot beverage market. The operating division offers high-end products that combine quality, service, sustainability, and innovative strength with a focus on the premium segment.

## MARKET AND BUSINESS TRENDS IN 2023

2023 was the most successful fiscal year since the launch of Avoury® in late 2019. Year-end business demonstrated the positive impact of various interlocking strategic levers that were defined at the beginning of the year: the realignment and fine-tuning of brand communication, a significant increase in marketing activities, the successful implementation of an optimized digital and store-based marketing and distribution strategy, and a comprehensive cost optimization program launched in spring. As a result, the brand achieved significant sales growth across all distribution channels. This growth was driven in particular by those channels – both digital and store-based – managed by the company itself. There was also an unexpectedly strong increase in sales to brick-and-mortar retail partners in the fourth quarter.

## OUTLOOK 2024

Melitta Single Portions plans to systematically expand the market for tea capsule machines as the category leader with its Avoury® brand. Activities in the coming year will focus on the further implementation of the growth strategy successfully launched in 2023. In the past year, the foundations were laid for Avoury® to fully exploit its huge potential in the years ahead. The main focus will be on strengthening the company's own online shop and other digital marketplaces, while continuing to implement its cost optimization program. At the same time, a network of premium partners is being established, where customers will be able to experience the products with all their senses.