

# Ostfriesische Tee Gesellschaft in Hot Drinks (Germany)

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## Abstracts

Ostfriesische Tee Gesellschaft is placing an increasing emphasis on sustainability, an attribute which is highly valued by consumers and which the company communicates to them through marketing campaigns for its popular and well-established Me?mer and Milford brands. By 2020, Ostfriesische Tee Gesellschaft aims to utilise only raw materials from sustainable cultivation, while all of its packaging will be made from recycled materials.

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