

Hello BIOFACH: NEWS at SONNENTOR!



The organic pioneer from Austria will again exhibit at the world's largest trade expo for organic consumer goods in 2025. The SONNENTOR team will be welcoming visitors to booth 611 in hall 7. Those who come by can taste a selection of new products and discover a further highlight at the colourfully decorated stand: The new SONNENTOR logo. If you would like to spend more time with the "Würzige STORYTELLER" team after visiting the trade expo, you can switch on the videocast of the same name on your way home (only available in German)

Innovative spirits meet traditional herbal expertise

Last year, the SONNENTOR product artists worked hard to create new products that combine traditional wisdom and the beneficial properties of herbs with practical applications. The result is innovations that are useful in our everyday lives, from Wild Herb Salt to Bitter Spray and new herbal tea blends. In addition to a new design, the essential oil range have also been enhanced with new fragrances - and room sprays made from valuable essences have recently been launched. There is also a foretaste of the Advent season: The Chai product range is enhanced by Christmas Chai, with enchanting flavours of cinnamon, liquorice, cocoa shells, and a hint of orange. The new Advent Spice Calendar is waiting for its first window to be opened. All press releases can be found below!

The sun keeps shining - only brighter!

Even a logo needs a fresh coat of paint from time to time. So, after around 30 years, the organic pioneer's laughing sun has been updated.

"Less is more" is an often-used phrase in everyday life, and there is a lot of truth in that. This also applies to the new SONNENTOR logo: the 24 rays of the sun have become 12, and they now shine all the brighter. With the new, striking lettering, the products stand out even more on long rows of shelves and call out, "I am over here!"



How did founder Johannes Gutmann come up with the sun as a trademark? The answer is simple! The sun has always stood for freedom in the Waldviertel region, where SONNENTOR is based. It symbolises independence and freedom for those displaying it on their farm gate. At 23 years old, Johannes came from a place of unemployment and founded his own company. To him, this was freedom. So, he quickly adopted the sun for his SONNENTOR products. Please contact the press team for personal statements from Johannes Gutmann on the history and development of the logo.

Eyes open, ears pricked - SONNENTOR now has a videocast

Since January, the new videocast "würzige STORYELLER" has been available on the SONNENTOR website, YouTube, Spotify, and Apple. The first season is dedicated to the topic of fe:male power. Together with experts, the SONNENTOR Team delves into nutrition, work, the menstrual cycle, pastimes, and menopause. Of course, every episode also includes a DIY or recipe tip.

PR image material:

Images can be downloaded from our [image database](#).

Product samples:

We would be delighted to put together a sample package with new products for you. Simply send a [message](#) to the SONNENTOR media team.

Media contact:

SONNENTOR Kräuterhandels GmbH

[Get to know the SONNENTOR press team](#)

Phone: 0043 2875 7256

E-mail: presse@sonnentor.at



Stars of Fields and Meadows - available from March 1

SONNENTOR brings wild herbs into cups and pots

From March 1 2025, the amazing power of wild herbs will feature prominently in the SONNENTOR range. Wild Herb Tea brings the stars of fields and meadows into the teacup, and Wild Herb Salt can be used in various cooking.

Wild herbs grow in your garden, along roadsides, or in meadows, yet they often go unnoticed in everyday life or are dismissed as weeds. They fabulously unfold their flavours in the kitchen, whether in the kitchen or in a cup of tea.

Wild Herbs Tea

Lemon balm, raspberry leaves, yarrow, and many other herbs go into the cup with this herbaceous blend. Pour hot water over the leaves and infuse for 10 minutes. Enjoy!

Wild Herbs Tea can also be used to make a delicious herb lemonade. Simply brew Wild Herbs Tea and leave it to cool. Pour 2 tablespoons of Herbal Yodel Syrup into a glass and top up with Wild Herbs Tea and mineral water.

50 g / 4,99 Euro RRP / Art. No. 00591

Wild Herbs Salt

Seasoning is even easier with this perfectly rounded Wild Herbs Salt. Wild herbs are excellent for sandwiches, spreads, and potato dishes. This mixture features nettle, wild thyme, dandelion leaves, wild garlic, and many more herbs.

100 g / 3,49 Euro RRP / Art. No. 01279



Powder, tea & spray - available from March 1

SONNENTOR: delve into the wonderful world of bitters

From March 1, 2025, SONNENTOR offers a new bitter line as part of their well-assorted range of herbs. Bitter Powder, Bitter Spray, and Bitter Tea introduce the taste buds to bitter flavours in a pleasurable way.

For centuries, herbalists have known that the human body needs bitter substances for a balanced diet. However, because not everyone likes bitter tastes, many food manufacturers don't use them, so bitter flavours have gone out of fashion over the years. It is easy to gently (re)introduce them into your diet with SONNENTOR bitter products.

Bitter Powder

With this mixture of naturally bitter herbs and spices, such as burnet, caraway, mugwort, yarrow, and more, it is easy to integrate bitter substances into your diet in soups, smoothies, or salads.

60 g / 4,29 Euro RRP / Art. No. 01286

Bitter Tea

With this tea blend of naturally bitter spices and herbs, you can enjoy bitter flavours sip by sip. The bitter flavours are mild and delicious. Hops, aniseed, burnet, fennel, and other herbs ensure this.

32.4 g / 4.49 Euro RRP / Art. No. 01288

Bitter Spray

Fennel, yarrow, burnet, juniper berries, and other bitter flavours are always with you when you need them quickly - ideal for on the go, in the office, or travel.

50 ml / 12,90 Euro RRP / Art. No. 01287



Single varieties or blends - new products in the tea range

SONNENTOR: Enjoy the power of herbs in the teacup

Single-variety herbal teas have been an integral part of the SONNENTOR range right from the start. There are now two new teas to enrich our diverse product range: Ribwort and Lemon Thyme. Herbs harmonise wonderfully, so our herb and spice experts present three new blends: Ribwort-Spruce Needles, Thyme-Elderflower-Sage, and Lemon Balm-Verbena-Lavender. Thanks to practical tea bags, the power of herbs simply comes in the cup!

For thousands of years, herbs have been known for their many uses and are highly valued as tea. There is hardly any other form in which the pure taste of herbs can be experienced so intensely. Whether as a single variety herbal tea or in carefully balanced blends, each variety beautifully unfolds its unique aroma.

Ribwort

The German word for ribwort means "king of the paths" – the plant's characteristic appearance can be seen on the edges of meadows and in fields in summer. In the winter months, it soothes scratchy and irritable troublemakers, making the winter pass without any unpleasant surprises.

21.6 g / RRP 3.99 Euro / Art. No. 02334

Lemon Thyme

The ancient Greeks used this Mediterranean herb as an offering in their temples, and in the Middle Ages, knights felt stronger with a bunch of thyme in their pockets. We adore lemon thyme for its fruity, herbaceous taste and unmistakable aroma. It can be enjoyed as a tea or iced tea.

28 g / RRP 3.99 Euro / Art. No. 02335

Ribwort-Spruce Needles

The power of ribwort is combined with the sweet and woody notes of spruce needles—a real power duo!

23.4 g / RRP 4.19 Euro / Art. No. 02338



Thyme-Elderflower-Sage

This trio should be in every tea cupboard, especially in the cold and wet season. The frog in the throat will voluntarily leave at the sight of sage. The herb has been highly valued for its beneficial properties since the Middle Ages - it was believed that people with sage growing in their gardens would live forever. Thyme provides a pleasant warmth with its herbaceous, sweet taste, and floral, sweet elderflower adds the finishing touch to this blend.

23.4 g / RRP 4.19 Euro / Art. No. 02337

Lemon Balm-Verbena-Lavender

This blend is a worthy drink for the end of the day - especially if it has been particularly eventful. The lemony aroma, paired with the scent of lavender, gently brings tea drinkers back down to earth. Thanks to its delicate floral taste, this blend is also an excellent accompaniment to light desserts.

23.4 g / RRP 4.19 Euro / Art. No. 02336



Six room sprays - new in the product range

SONNENTOR proves a good nose with room sprays

Following the launch of its incense range last year, SONNENTOR is again entering the world of fragrances with its new room spray creations. Fans can look forward to six different fragrance experiences: Good Night and Sweet Dreams room sprays support a restful sleep. Cheery room spray dispels a bad mood, and Healthy Defense room spray stands by our side during the gloomy and icy months of the year. Wintersun and Winter Forest room sprays are a fragrant way to brighten the grey season. And: SONNENTOR sprays do not contain any artificial additives.

The six room sprays help transform your home into a fragrant well-being oasis. The choice is free to have a "Cheery" scent, the smell of a Winter Forest, or any of the six individual fragrance creations.

Good Night room spray - for sleepyheads

When the carousel of thoughts interrupts your deep sleep, it's time to jump off. This can be done naturally with Benzoin Siam, lavender, and orange. This room spray with all-natural, organic essential oils can be easily integrated into any evening ritual. Simply diffuse 2-3 sprays in the room before bed and relax.

100 ml bottle / RRP 14.90 Euro / Art. No. 17100

Sweet Dreams room spray - for little Cheeky Cherubs

Who wants to count sheep after an exciting day full of adventure? Drifting off to sleep is much easier with this room and pillow spray with natural, organic essential oils. Lavender, vanilla, and bergamot send little ones to the land of fragrant dreams. Diffuse a few sprays around the room or gently scent the pillow as a bedtime ritual.

100 ml bottle / RRP 14,90 Euro / Art. No. 17103



Healthy Defense room spray

In the cold months of the year, this protective helper is just what is needed. The room and pillow spray made with lemon eucalyptus, Ravintsara, sage, and lemon essential oils provides the right boost at the right time. The invigorating components of this blend make it all well again! Diffuse 2-3 sprays in the room as required.

100 ml bottle / RRP 14,90 Euro / Art. No. 17101

Cheery room spray

Feeling out of sorts? This vibrant room spray is just what is needed. The blend of orange, lemon, bergamot, and rosemary essential oils will put anyone in a good mood in no time. Simply diffuse 2-3 sprays in the room as required.

100 ml bottle / RRP 14.90 Euro / Art. No. 17102

Wintersun room spray

Christmas stress? This room spray with natural, organic essential oils will smooth things out. Vanilla, lavender, and orange are true soul caressers and help to instantly forget the hustle and bustle of everyday life. Simply diffuse 2-3 sprays in the room as required.

100 ml bottle / RRP 14,90 Euro / Art. No. 17104

Winter Forest room spray

In winter, the forest has its very own magic. A walk through peaceful and serene nature provides strength and relaxation. This calming atmosphere is now available and delivered into the home - with a room spray made from pure natural essential oils of pine needle, vanilla, and benzoin Siam. Simply diffuse 2-3 sprays in the room as required.

100 ml bottle / RRP 14,90 Euro / Art. No. 17105



Essential oils: relaunch and new products

SONNENTOR has a fragrance for every occasion

Essential oils capture the pure essence of the plant. SONNENTOR has had many organic, all-natural essential oils for decades. Now, these oils have a new design and several new products. Oils and fragrances can be used to make fragrances and homemade natural cosmetics. There will surely be a scent to suit every application.

"Ethereal" means 'heavenly' or 'volatile.' There are also many heavenly applications for essential oils. The most common use is for scenting rooms. They unfold their full scents in a fragrance lamp, in a diffuser, or on a fragrance stone for beautiful moments of well-being or clearing the air. They can also be used in the sauna to relax: drizzle a few drops into the sauna ladle with water and use it for the infusion. Essential oils are also used in natural cosmetics, such as massage oils, ointments, roll-ons, or natural perfumes. You can pamper yourself from head to toe. For recipes, go to www.sonnentor.com/diy-pflege

The power of mono-oils

Strength is often found in serenity, but it can also come from essential mono-oils extracted from a single plant. If a breath of fresh air is needed, the new Ravintsara oil, extracted from the twigs and leaves of the camphor tree, can help. The ever-popular orange essential oil bathes every room in a cheerful atmosphere. The scent of peppermint is always a favourite. This fragrance promises refreshment and invigoration, just what we need when working hard in the office or at home.

Ravintsara essential oil: 10 ml / RRP 15,90 Euro / Art. No. 15029

Orange sweet essential oil: 10 ml / RRP 7,50 Euro / Art. No. 15037

Peppermint essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15043

Give and experience joy

Essential oils make beautiful gifts, or you might want to pamper yourself? Guardian Angel essential oil with lavender, palmarosa, and lemongrass fills the air with an enchanting scent. After the long winter, Spring Awakening essential oil will lift the spirit, and lemon, orange, and palmarosa will let springtime feelings arise. Forest Adventure essential oil is an excellent choice for outdoor enthusiasts. The scent of Douglas fir, pine needles, lemongrass, and ginger delivers the aroma of the forest and the feeling of freedom to our homes.



Guardian Angel essential oil: 10 ml / RRP 12,90 Euro / Art. No. 15207

NEW: Spring Awakening essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15205

NEW: Forest Adventure essential oil: 10 ml / RRP 13.90 Euro / Art. No. 15209

All will be well

Essential oil blends such as Healthy Defense with lemon eucalyptus, Ravintsara, sage, and lemon are always there to support us. If a cold strikes - Cough stop essential oil is an excellent choice. This blend combines lemon, pine needles, Ravintsara, and thyme. Anyone feeling fit but craving a boost, can treat their nose with an earthy, spicy-scented blend of lavender, pine needles, clove buds, and patchouli. The Energy essential oil combines all these powerful scents.

NEW: Healthy Defense essential oil: 10 ml / RRP 12,90 Euro / Art. No. 15210

NEW: Cough stop essential oil: 10 ml / RRP 14.90 Euro / Art. No. 15219

NEW: Energy essential oil: 10 ml / RRP 12.90 Euro / 15211

Oils for little ones - Cheeky Cherubs

These special essential oil blends support little ones in mastering big challenges. Cheer up essential oil combines the scents of orange, lavender, vanilla, and palmarosa. After a day full of adventures, a few drops of Sweet Dreams oil are a wonderful way to settle for the night. The blend contains lavender, vanilla, and bergamot. SONNENTOR has also thought of all the little ones who need a break from time to time: The essences of mandarin, orange, and bergamot have been combined in Take a Break essential oil.

NEW: Cheer up! essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15221

NEW: Sweet Dreams essential oil: 10 ml / RRP 14,90 Euro / Art. No. 15224

NEW: Take a Break essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15223

Enjoy the winter

Essential oils allow us to enjoy the beauty of winter from the comfort of the couch. Winter Forest essential oil unfolds its magic with pine needles, vanilla, and benzoin Siam and Fireplace essential oil creates a cosy atmosphere with orange, mandarin, clove bud, lavender, and cinnamon bark.



NEW: Winter Forest essential oil: 10 ml / RRP 14,90 Euro / Art. No. 15228

NEW: Fireplace essential oil: 10 ml / RRP 12,90 Euro / Art. No. 15226

Help is on its way - with bad air and pests

These essential oils come in handy when help is needed with bad smells or pests. The Refreshing essential oil blend with peppermint and lemongrass freshens bathrooms and toilets, and the Fresh Air essential oil purifies rooms. It combines the scents of lavender, lemon, silver fir, and clove buds. The Fly and Mosquito essential oil, with the power of peppermint, citronella, and palmarosa, is effective against pests.

NEW: Refreshing essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15231

Fresh Air essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15230

NEW: Fly and Mosquito essential oil: 10 ml / RRP 12.90 Euro / Art. No. 15229

Sweating is much nicer with oils

The following oils have been specially created for enjoyable sauna sessions. Immune Sauna Oil's fresh menthol scent is ideal for working up a sweat during the infusion. This is ensured by peppermint, Ravintsara, and lemon. Forest Sauna essential oil brings the power of nature to the sauna. The all-natural blend of Ravintsara, eucalyptus, and Swiss stone pine will make any sauna session feel like a soothing walk in the forest. Enjoy an invigorating sauna session with Vital Sauna essential oil. Simply drizzle a few drops of the orange, ginger, and grapefruit oil, blend into the sauna ladle with water, and use it for the infusion.

NEW: Immune Sauna Essential Oil: 10 ml / RRP 12.90 Euro / Art. No. 15233

NEW: Forest Sauna essential oil: 10 ml / RRP 13.90 Euro / Art. No. 15234

NEW: Vital Sauna essential oil: 10 ml / RRP 14,90 Euro / Art. No. 15232



New Christmas Chai variety - from September 1st

These SONNENTOR chai creations provide delightful flavours on the tea shelf

Spices and teas - two great strengths of SONNENTOR. Here, the product artists combine the best of both worlds. Spice Chai, Rooibos Chai, and classic Black Tea Chai are available in a colourful design for all Chai fans. New to the range from September 2025: Christmas Chai, which impresses with its characteristic festive flavours.

To make the taste experience of these creations even more unique, chai can be enjoyed mixed with (plant) milk and sweetened with a little honey. Of course, they also taste great on their own.

Cocoa shells: uniting pleasure and sustainability

Cocoa shells, a by-product of the chocolate production process, provide an intensely chocolaty flavour in all SONNENTOR chai. This underrated treasure unfolds its full potential in these fragrant tea blends. SONNENTOR sources most of its raw materials from close partnerships, including the cocoa shells.

Sensitive target groups will also find what they are looking for

A unique feature of the three SONNENTOR varieties, Spice Chai, Rooibos Chai, and Black Tea Chai, is that they don't contain any liquorice typically used in chai teas. This will particularly please those who avoid consuming too much of the root due to high blood pressure.

Spice Chai - moments of heartwarming pleasure

Chai recipes are often well-kept family secrets in India. This creation, based on ginger, cinnamon, and rooibos, adds delicate spice to the tea shelf.

Tip: Spice Chai can also make a delicious rice pudding. Leave the tea bag to infuse hot milk for 10 minutes, then prepare the pudding as usual.

32.4 g / RRP 4.19 Euro / Art. No.: 02339



Rooibos Chai - India meets South Africa

Naturally caffeine-free but delicately spicy in taste and fiery red in the cup - that's Rooibos Chai. It tastes great in the morning, at lunchtime, in the evening, and at any time. This tea composition combines the ingredients of India and South Africa. Did you know? Rooibos is a legume that grows in the mountainous regions of South Africa.

32.4 g / RRP 4.19 Euro / Art. No.: 02340

Black Tea Chai - the classic

This tea blend consists of black tea refined with cardamom, ginger, cinnamon, cloves, fennel, and star anise. Perfection!

32.4 g / RRP 4.19 Euro / Art. No.: 02341

Christmas Chai - a delightful treat

In addition to Christmas spices and fruity orange pieces, liquorice, with its characteristic aroma, creates the perfect festive atmosphere. We recommend enjoying Christmas Chai with (plant) milk and a little honey, but it also tastes great on its own.

32.4 g / RRP 4.19 Euro / Art. No. 02342



SONNENTOR launches Edition 2025 - available from 1 September

Spice Advent Calendar provides meaningful enjoyment

It must be getting close to Christmas when the world is covered in snow and shimmers with lights. The anticipation of the festive season is growing. The SONNENTOR Spice Advent Calendar 2025 edition features sweet and savoury treats. It is a meaningful treat, too, as part of the proceeds from the Spice Advent Calendar go to MOMO Children's Palliative Care Centre.

Fans of spices and seasonings can rejoice: the SONNENTOR Spice Advent Calendar with 24 spices and spice blends in convenient tasting sachets will set the tone for the season. The 2025 edition is also a visual eye-catcher: 24 little windows conceal delightful magical motifs. From 1 December 2025, QR codes can also be used to access the website www.gewuerzadventkalender.at for recipe tips. The Spice Advent Calendar has festive DIY crafts and little helpers, such as a wish list template and gift tags for presents.

24 different spices and seasonings guarantee enjoyment

The range of spices and spice blends is extensive: For those with a sweet tooth, the Spice Advent Calendar has Compote Spice, Grandma's Cake Spice Blend, Chai Kiss Spice, and much more. Those who prefer savoury food will not miss out either. Umami Spice, Love Your Leftovers, Sven Fish seasoning ground, and Herbs de Provence are just some of the seasonings in the calendar.

Collectively, for the MOMO children's palliative care centre

SONNENTOR supports the MOMO Children's Palliative Care Centre with every Spice Advent Calendar sold. The centre has made it its core task to care for children with life-shortening illnesses. The team is also there for parents and siblings. For example, SONNENTOR supports MOMO sibling groups, where children can simply be children.