

Ricola
Media kit



Ricola

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Facts and figures

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What was the Confiserie Richerich in 1930 has become a world-famous brand. Today Ricola is still a family-owned company, in which the fourth generation of the founding family is active.



Ricola has a total of over 500 employees worldwide, 430 of them in Switzerland.

60

Ricola offers a variety of over 60 products on the world market, including several speciality teas – and new ones are being added all the time.



Ricola products are known and loved in over 45 countries. The company's largest markets are the USA, Germany, France, Italy and Switzerland.



All Ricola herbal specialities are produced at the facility in Laufen, Switzerland.



Ricola produces seven billion delicious drops a year. That's about 35,000 a minute.



90% of Ricola products are exported.



All Ricola products contain the company's traditional mixture of herbs.



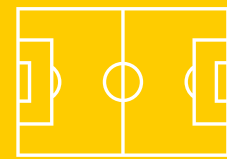
Every year Ricola processes 1,400 tonnes of fresh herbs for its products.



Ricola herbs thrive in five carefully selected regions of Switzerland: Valais, Val Poschiavo, Emmental, Central Switzerland and the southern foothills of the Jura.



Nearly 100 Swiss mountain farmers grow and cultivate herbs for Ricola naturally, in accordance with the standards of Bio Suisse.



The area on which herbs are grown for Ricola is equivalent to 124 football pitches.

Company and organization

CORPORATE STRATEGY

Ricola is the world's leading brand for high-quality herbal drops. The perfect combination of taste and functionality, these products make a major contribution to consumer well-being. The company attaches great importance to the quality of the raw materials and to careful processing to produce the various herbal specialities. Herbs are grown in the Swiss mountains in line with natural principles and the standards of Bio Suisse.

INNOVATION

Ricola develops new products to meet changing consumer needs. Existing products are continually adapted. But the company remains true to its core product, the herbal drop, while creating added value for consumers.

MARKET PENETRATION AND EXPANSION

Ricola wants as many people as possible to have the opportunity to enjoy its products and accordingly optimizes its range and pricing while seeking consumer proximity worldwide. Ricola focuses on growing in new strategic markets, while at the same time selectively opening up new niche and emerging markets – and bringing the delights of natural Swiss mountain herbs to everybody, everywhere, every day.

BRAND


Ricola systematically positions and differentiates its brand, but its cornerstones never change: herbs, the perfect balance between functionality and taste, and its Swiss origin.

PRODUCTION

Ricola ensures that its production processes are all competitive and sustainable. Drops are produced in Switzerland. Services related to packaging and logistics are provided either by the company itself or by others in the various markets, wherever this is qualitatively feasible and makes environmental and commercial sense.

PEOPLE

Ricola invests in employees to ensure that they can continually refine their skills. The company also creates an environment suitable for committed cooperation.



«We are Ricola. We want to make a contribution to a world in which people enjoy living – and working. Mindfulness, respect and responsibility are important to us, in our relationship with nature and in our daily interaction.»

Company and organization

THE RICHTERICH FOUNDING FAMILY

Baker and confectioner Emil Richterich founded Ricola in 1930 when he established Richterich and Compagnie in Laufen, his home town. The next generation, his sons Hans Peter and Alfred Richterich, took the helm after his death in 1979.

In the early 1990s Felix Richterich, the son of Hans Peter Richterich and a representative of the third generation of the family, took over the company's operational management. He was appointed Chairman of the Board of Directors in 2012. Since 1 May 2019, Felix Richterich has concentrated on chairing the Board, guiding Ricola Group Ltd. from the strategic perspective.

His cousin Eva Richterich, Alfred's daughter, served as Deputy Chairman of the Ricola Board of Directors from 2014 until the end of 2018, when she stepped down on joining the Group Executive Board. At the end of 2020, Eva Richterich left group management to devote herself to her strategic role as a member of the Board of Directors of Ricola Family Holding Ltd.

In 2018, after spending several years in operational management, Raphael Richterich – son of Felix Richterich and a representative of the fourth generation of the family – was elected to the Board of Ricola Group Ltd. and became its Vice Chairman.

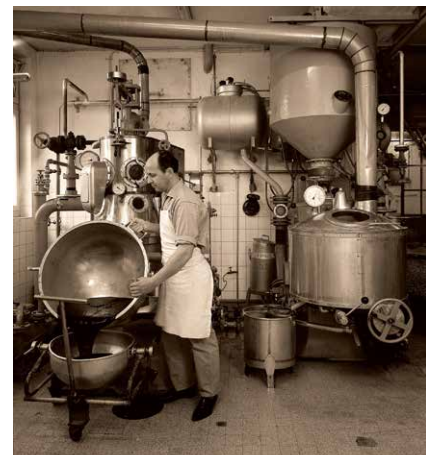
Today, the interests of the family shareholders and the owners' strategy are managed by Ricola Family Holding Ltd., the parent company of Ricola Group Ltd., which also oversees asset management and coordinates the family's non-commercial activities.

The following persons are members of the Board of Directors of the family holding company:

- Dr Lukas Richterich Chairman
- Felix Richterich Vice Chairman
- Ursula Richterich Member
- Eva Richterich Member
- Markus Richterich Member
- Raphael Richterich Member



1 Emil Richterich
2 The town of Laufen
3 Old cooking equipment



Company and organization

THE BOARD OF DIRECTORS OF RICOLA GROUP LTD.

The Board of Directors of Ricola Group Ltd. defines Ricola's strategies, oversees the operating company and all its subsidiaries, and acts as a sparring partner for Group Management. The composition of the Board is as follows:

Felix Richterich
Chairman

Raphael Richterich
Vice Chairman

Rudolf Kurt Blatter
Member

Douglas Günthardt
Member

Diana Monika Strebel
Member

GROUP MANAGEMENT OF RICOLA GROUP LTD.

The Group Management of Ricola Group Ltd. Is responsible for Ricola's operational business. Its members are:

Thomas Patrick Meier
Chief Executive Officer, Chairman

Dr. Martin Messerli
Chief Operating Officer, Vice Chairman

Stefan Boenders
Chief Financial Officer

René Schori
Chief Human Resources Officer

Anton Humbel
Region Switzerland/Southern Europe, Retail Travel

Frédéric Pirard
Region Northwest and Central Europe

William Higgins
Americas & UK

Patrik Hänggi
Company Secretary

Ricola in a nutshell

Ricola is one of the world's most innovative manufacturers of herbal drops. This family-owned company exports a variety of over 60 herbal specialties to more than 45 countries in Europe, Asia and the Americas. All products are manufactured in Switzerland. Ricola wants to use the best of Swiss herbs to make a contribution to consumer well-being.

ORGANISATION

Founded In 1930 by Emil Richterich
Chairman of the Board of Directors Felix Richterich
CEO Thomas P. Meier
Employees Over 500, 430 of them in Switzerland
Headquarters of Ricola Group Ltd. Laufen, Schweiz

SUBSIDIARIES

- Ricola Schweiz Ltd. (Schweiz, Laufen)
- Ricola Europe SA (Frankreich, Mulhouse-Brunstatt)
- Ricola UK Ltd. (Grossbritannien, Melton Mowbray)
- Ricola Deutschland GmbH;
 Joint Venture CFP Brands (Deutschland, Bonn)
- Divita S.r.L. (Italien, Gallarate)
- Ricola USA Inc. (USA, Parsippany)
- Ricola Canada Inc. (Kanada, Toronto)
- Ricola Trading (Shanghai) Ltd. (China, Shanghai)
- Ricola (Asia Pacific) Ltd. (Hong Kong)
- Ricola Asia Pacific Pte. Ltd. (Singapur)

13 HERBS: THE CORNERSTONE OF SUCCESS

Ten years after establishing the company, Emil Richterich laid the foundations for its world-wide success when he created the top-secret recipe for Ricola Original, the blend of 13 herbs that remains the basis of all Ricola drops to this day.

The cornerstones of the brand have not changed since the invention of the original blend: naturally cultivated herbs, a perfect balance between functionality and taste, and the company's Swiss origins.

QUALITY STANDARDS WITHOUT COMPROMISE

Quality forms the basis for all corporate decisions at Ricola. The company attaches particular importance to the quality of the raw materials it uses, and to careful processing to produce the various herbal specialties – insisting on the herbs being cultivated and harvested by Swiss mountain farmers in accordance with the standards of Bio Suisse.

FOCUS ON SUSTAINABILITY

Thinking and acting responsibly is part of Ricola's DNA. That is why the success of this family-owned company also motivates it to set an example for a sustainable future. Ricola's concept of sustainability encompasses the natural world, people – and how the company does business.

Milestones in the company's history



1930

Founding of the Richterich & Compagnie confectionery business by Emil Richterich in Laufen, and start of the production of herbal drops.

1946

The company's name 'Ricola' is created from the initial syllables of Richterich & Co., Laufen.

Ricola
Sorbons

from 1960

Exports to European countries begin. Ricola Original Herb becomes more and more popular.

1950

Heavy demand triggers the relocation of production to a new site outside the center of Laufen.



1940

Origin of the 13-herb mixture: The secret formulation for Ricola's Original Herb drops remains virtually unchanged to this day.



from 1970

Expansion into Japan, Hong Kong, Singapore and the USA. New herbal specialties, teas and herbal pearls are launched.



1985

Beginning of the cooperation with Swiss farmers and the systematic cultivation of natural herbs.

1967

Ricola becomes a public limited company. A new fully-automated production facility commences operations.

1973

Emil Richterich's sons Hans Peter and Alfred take the helm after his death.

1990

Felix Richterich, one of the family's third generation, takes over the company's operational management.



1993

Drops for the European market are now packaged in Mulhouse-Brunstatt, France.

—

„Riicolaa“, the Ricola yodel, is born and goes around the world in television and radio advertising.



2006

A new state-of-the-art factory is commissioned in Laufen. Launch of pastilles, chewing gums and herbal teas.

—

Subsidiaries established in Italy, Hong Kong and UK

1998

The first advertisement of the iconic „Who invented it?“ campaign is broadcast.



2010

The Ricola Foundation is established to support projects that have a connection to nature and culture.

Ricola Foundation

Nature & Culture



2014

Opening of the Herb Center in Laufen, where all future herb processing will be carried out.

2016

RicoLab is established to study trends and business models that combine nature and technology.

2015

Establishment of Ricola's subsidiary in Canada.

2019

Ricola Trading Ltd subsidiary established in China (Shanghai).

— Ricola acquires a stake in German distribution joint venture CFP Brands.

— Thomas P. Meier takes over Ricola's operational management as the new CEO. Felix Richterich concentrates on his role as Chairman of the Board of Directors.



Herb cultivation

HERBS FROM THE SWISS MOUNTAINS

Ricola founder Emil Richterich first mixed the recipe for the now world-famous Ricola Original Herb in 1940, and the herbal mixture has been contained in all Ricola drops since then. The recipe has remained virtually unchanged ever since.



HOREHOUND

Family: Labiates
Flowering period: July to September:
Harvest: Upper shoots at flowering
Signature: square, hairy stem, rhythmic leaf arrangement
Habitat: Dry meadows, wasteland, landfill sites



BURNET

Family: Umbelliferae
Flowering period: May to August
Harvest: Roots – March to April and September to October
Signature: Strong smell of billy goat
Habitat: Meadows, sparse forests, rocky mountain slopes up to 2000 m above sea level



SPEEDWELL

Family: Figworts
Flowering period: June to August
Harvest: Flowering herb from June to August
Signature: Light-blue/purple flowers containing vitamins and iron
Habitat: Sparse forests, rough pastures



MARSHMALLOW

Family: Malvaceae
Flowering period: July to August
Harvest: Roots – in spring before stem emergence and in autumn after leaf fall
Origin: Wild – steppe zones of southern Russia and Kazakhstan, Balkans, Italy, Spain
Habitat: Salty soils, sunny and warm places, loam or clay soils rich in nutrients and water



LADY'S MANTLE

Family: Rosaceae
Flowering period: May to August
Harvest: Leaves in the flowering period
Constituents: High content of tannins and bitter substances
Habitat: Dumps, forest edges, moist meadows, up to mountainous heights



ELDER

Family: Adoxaceae
Flowering period: May to July
Harvest: June to July
Habitat: Forest edges, glades, hedgerows



MALLOW

Family: Malvaceae
Flowering period: June to October
Harvest: Flowers – June to October; leaves – July to August
Signature: the fruit resembles a cheese wheel, striking purple flowers
Habitat: Sunny slopes up to about 1500 m above sea level, path and fence borders, sunny meadows



PEPPERMINT

Family: Labiates
Flowering period: July to September
Harvest: Herb before budding from June to July
Signature: Reddish-colored runners and stems on which the strong green leaves grow
Habitat: Bog soil or clayey limestone soil, vegetative underground spreading, no growth from seed

Herb cultivation



SAGE

Family: Labiates

Flowering period: July to September:

Harvest: Leaves – during hot weather in May, June or July

Signature: Greenish gray, strong leaf veins

Habitat: Sunny mountain slopes, preferably on calcareous soils



RIBWORT PLANTAIN

Family: Plantains

Flowering period: May to September

Harvest: Whole herb in flower, without roots, from May to June

Signature: Square stem with flower bulb at up to 50 cm growth height, with anthers growing all around

Habitat: Dry meadows, path borders



YARROW

Family: Asteraceae

Flowering period: May to October

Harvest: Flowering herb from May to October

Signature: White flowers, stem growth and pinnate leaves are densely interconnected, the root network loosens up terrain

Habitat: Meadows, roadsides and field margins, sparse forest soils, landfill sites



THYME

Family: Lamiaceae (mint)

Flowering period: May to October

Harvest: Flowering herb from May to October

Habitat: Dry, sunny soil, field paths, field and forest edges.



COWSLIP

Family: Primulaceae (primrose)

Flowering period: April to May

Harvest: Flowers with calyx

Signature: A protected species in many countries, it must not be harvested when growing wild

Habitat: Dry meadows, bushes, sparse forests

Herb cultivation

FROM PLANTING TO HARVESTING

The 13 Swiss mountain herbs – the centrepiece of all Ricola drops – are grown in accordance with Bio Suisse standards by nearly hundred herb farmers at carefully selected locations in the Swiss mountains.

CONTRACTS WITH SWISS MOUNTAIN FARMERS

Fresh herbs are delicate: being transported over long distances is not good for them – and this is why Ricola's herbs are both grown and processed in Switzerland. Key roles are played by almost a hundred Swiss mountain farmers – in Valais, Emmental, Val Poschiavo, the southern foothills of the Jura and central Switzerland – with whom Ricola has signed long-term purchase agreements. They have undertaken to plant and cultivate their herbs naturally, in accordance with the Bio Suisse standards. Herb cultivation is an important source of income for most of these farming families. As a fair and reliable business partner, Ricola concludes fixed supply contracts over several years, thus offering the farmers a high level of social security. Ricola's initiative has made herb cultivation in Switzerland an alternative source of income for farms, and it is considered a pioneer in herb cultivation in Switzerland.

BASIC PRINCIPLES

The 13 Swiss mountain herbs are planted and cultivated in carefully selected regions in the Swiss mountains in accordance with Bio Suisse standards. The farmers under contract to Ricola consistently use natural methods to grow their herbs, particularly making no use of synthetic chemical pesticides or artificial fertilizers. This also leads to increased biodiversity.

Ricola experts monitor manufacturing conditions, as well as the quality of the herbs from planting to harvest – ensuring that standards are maintained at all times.

TERRITORIES

Every herb has its own individual needs if it is to grow healthy and strong, which means that cultivation must be perfectly matched with the climate, location and terroir. In the Emmental and the southern Jura mountains the soils are acidic, and there is relatively little precipitation: perfect conditions for growing peppermint. The warm, dry climate in the Valais and the Val Poschiavo, with light, stony soils, provides the perfect environment for sage and thyme – some areas are up to 1,000 meters above sea level.

TILLAGE, MAINTENANCE AND HARVESTING

Depending on the size and location of the cultivated area, herb farmers work the land with machines or by hand. Herb farmers plough and harrow the fields, then plant the seeds from mid-April. The young herbs are delicate. To protect them from unexpected cold snaps, sowing in cultivated areas at high altitudes is postponed – sometimes for more than a month.

The herbs are grown naturally and in accordance with Bio Suisse standards. Regular crop rotation increases soil fertility, ensuring that both the soil and the plants stay healthy and strong. The farmers do not harvest the herbs until their content of valuable ingredients peaks.

Production

HERB CENTER: PROCESSING

After harvesting and drying, ribwort, mallow, peppermint and all the other herbs are brought to the Ricola Herb Center in Laufen for processing. That is up to 1,400 tons of fresh herbs every year!

In order to guarantee a consistently high quality of raw materials, Ricola applies a standardized process:

- Ricola employees inspect the goods for pest infestation in the quarantine warehouse.
- Quality inspectors then check whether the herb deliveries meet their demanding requirements in terms of freshness, color, fragrance, purity, content and the quality of the ingredients.
- Only now comes the final step: herbs that passed this stringent quality tests are cut, cleaned, mixed and then stored in big bags in the high-rise warehouse for further processing.



Ricola's herb gardens

Herb gardens were once an integral part of monastery grounds in Switzerland. Ricola maintains this tradition with display gardens in Nenzlingen, Kandersteg, Zermatt, Pontresina and on the Trogberg mountain. Situated on popular hiking routes, the herb gardens are open to the public. You can marvel at the 13 Ricola herbs, learning interesting facts about their cultivation and power, from May to September.



Production

FROM HERB TO READY-TO-SELL DROPS



1 Using a process specially developed for the purpose, Ricola extracts the valuable flavors and active ingredients from the herbs and blends them into a concentrate.

Depending on the variety, Ricola adds other ingredients to this highly concentrated solution such as plant extracts, sugar or sugar substitutes.

2 The resulting drop mass is now cooked.

3 Special machines then form the cooled mass into a strand. It is cut, and original herbal-sugar or other drops are made from it by embossing.

4 Finally, the drops are wrapped in protective paper or packed in practical boxes.

5 The drops then set off into the world.



Innovation

INNOVATION MEANS PROGRESS

Innovation is a driving force for Ricola. The resources used for this are well invested, because the development of new products, the search for even more environmentally sound packaging or the exploration of alternative business models move the company forwards. Ricola wants its products to contribute to the well-being of consumers, which is why it bases innovations on their specific requests, taking account of market trends and the latest technical developments.

NEW PRODUCTS

The research and development department at Ricola elaborates the formulations of new products with strong inputs from consumers. One example is the Multi-Active drop line, consisting of a hard outer coating and a cooling liquid syrup centre. They are available in three different flavors that combine natural ingredients like honey and lemon with the traditional Ricola herbal mixture. One flavor contains honey, while the other two are sweetened with steviol glycosides from stevia. This gives consumers freedom of choice.

NEW SWEETENER

Sugar-free products are in tune with the spirit of the times. Demand for them is very high. In 2018, Ricola decided to use calorie-reduced, tooth-friendly sweeteners from plant sources (steviol glycosides from stevia) wherever possible in the future, gradually replacing artificial sweeteners. This switch is a challenge to Ricola's research and development department. It means revising the entire formulation, as a new ingredient affects the taste of the product. Every new formulation therefore needs to undergo extensive testing to demonstrate that it at least matches the quality of its predecessor.

NEW PACKAGING

Packaging's primary purposes are product protection and quality assurance. Ricola wants to offer consumers a guarantee that the product they are buying is flawless and unopened. Wherever possible, Ricola uses environmentally sound packaging materials, primarily cardboard and paper. The company also aims to minimize packaging materials and make them more recyclable. In 2015, for example, Ricola reduced the thickness of the cardboard used in Z-click boxes, saving some 62 tonnes of cardboard a year. Ricola obtains the raw material for cardboard packaging from FSC-certified sustainably managed forests.

Sustainability

WE LIVE SUSTAINABILITY

For Ricola, business success is the motivation to take responsibility towards employees, partners, society and the environment. Sustainable thinking and action are part of this family company's credo. Ricola sees sustainability not as a finishing line, but as a continuous process of improvement.

SUSTAINABLE PRODUCTS

The sustainability of the raw materials is important to Ricola, which is why the company promotes the natural cultivation of herbs in Switzerland in accordance with the standards of Bio Suisse. Ricola monitors the quality of herbs from planting to harvesting, as well as paying attention to the quality and naturalness of other raw materials. Only natural colorings and flavors are used in its products, for example.

ENVIRONMENTALLY SOUND OPERATION

Reducing the amount of waste and the consumption of energy and water are high priorities for Ricola.

State-of-the-art equipment and resource-saving processes are used in the production of the herbal specialties. Recovered waste heat from the production process heats the buildings as well as hot water, supplying all building installations with thermal energy.

Ricola processes all herbs under one roof, minimizing transportation distances. The building's facade is constructed of earth and clay, saving a great deal of energy through climate self-regulation. Heating uses waste heat from drop production next door. The photovoltaic system on the roof of the center covers about half of its electrical energy needs.

RESPONSIBILITY AS EMPLOYER AND PRINCIPAL

Ricola bears heavy responsibilities as an employer and as a partner for suppliers and sales organizations. Like its corporate mentality, its social understanding puts people at center stage.

Ricola cultivates equality, inclusion and diversity. The company is also committed to professional equality of opportunity, making an active contribution to the integration of people with disabilities.

Sustainability

ACTIVE IN SOCIETY

As an active part of society, Ricola is committed in many ways to preserving cultural values and promoting charitable projects.

THE EMIL AND ROSA RICHTERICH-BECK FOUNDATION

Alfred and Hans Peter Richterich established the Emil and Rosa Richterich-Beck Foundation in memory of their parents in 1975. Its purpose is to support and promote artistic, cultural and educational endeavors, particularly in the Laufen valley, and to contribute to charitable institutions, aid projects and people in need. The foundation is funded from Ricola's earnings.

www.richterich-beck-stiftung.ch

THE RICOLA FOUNDATION

In June 2010, the company established the Ricola Foundation to support projects conducting research on the natural and cultural fundamentals of human life and serving to improve people's understanding of them. The Ricola Foundation's central activity is currently its support for COLOSS, a scientific network that coordinates global research into the loss of honey bees. The foundation also supports other projects in the areas of clay architecture and crop research.

www.ricolafoundation.org



«Ricola's philosophy embraces ecological, social and economic values. We are committed to continually expand our sustainability efforts, step by step, Efforts that have been made for decades. We are doing this with conviction. For us, sustainability is an inner, non-negotiable basic attitude.»

Thomas P. Meier, CEO Ricola Group

Art and architecture

RICOLA AND ART

Grouped together in the family holding company, Ricola's shareholders have been building up their collection of contemporary Swiss art since 1975. The works are exhibited to employees on the group's business premises, where conducted tours enable a wider public to experience them and hear commentaries on them in an industrial setting far removed from museum conditions.

FROM THE „ZÜRICH CONCRETISTS“ TO INTRA-ART

The collection begins with early works by the Zurich Concretists, with a special focus on Richard Paul Lohse and Camille Graeser. It includes significant individual works of recent decades, as well as items by the latest generation of artists in Switzerland. It specializes mainly in abstract paintings, drawings, photographic art and electronic art: in Intra-Art, in other words.

THE RICOLA COLLECTION PRIZE

Every two years since 2014 the Ricola Collection has awarded a prize to honour the work of an internationally significant artist. The award includes prize money of 20,000 Swiss francs and publication.

RICOLA AND ARCHITECTURE

In the late 1970s, Alfred Richterich invited artists and architects to Laufen to discuss improvements in urban planning. One of them was young Basel architect Jacques Herzog. This initial contact marked the beginning not only of a friendly relationship with this architect, still unknown at the time – but also of the company's close cooperation with Basel architectural practice Herzog & de Meuron, now famous throughout the world. „It is not only our location in the Basel region that links us with Herzog & de Meuron“, says Felix Richterich, Chairman of the Ricola Board of Directors. „The main reason why we found each other is that we have the same ideas and ambitions with regard to quality, functionality and the environment“. This cooperation gave rise to a globally unique ensemble of buildings that – in a small area – illustrate the development of the Herzog & de Meuron architectural concept since its beginnings. The buildings reflect Ricola's commitment to quality. They are among the industrial buildings in Europe that are most visited by lovers of architecture.

Contact

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