

# **MATE IN BERLIN:**

**Symposium to introduce and promote Mate.  
Berlin, 30 June 2017**



Mate (*Ilex paraguariensis*) has:

- The energetic aspects of Coffee (Caffeine)
- The health benefits from Tea (Antioxidants)
- The euphoria of chocolate (Theobromine)



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Photo Source: Guayaki



# German Mates

Frisch aus dem Brasilianischen Regenwald zu Euch nach Hause.







**Verein der am Rohkakaohandel  
beteiligten Firmen e.V.**



Coffee, Tea and Cocoa are widely consumed in Germany.

- 397,429 tonnes of Raw Cocoa were imported in 2015
- 57,518 tonnes of Tea were imported in 2016, an average of 28 litres of Tea was consumed per person in the nation.
- An average of 162 litres of Coffee was consumed per German citizen in 2016





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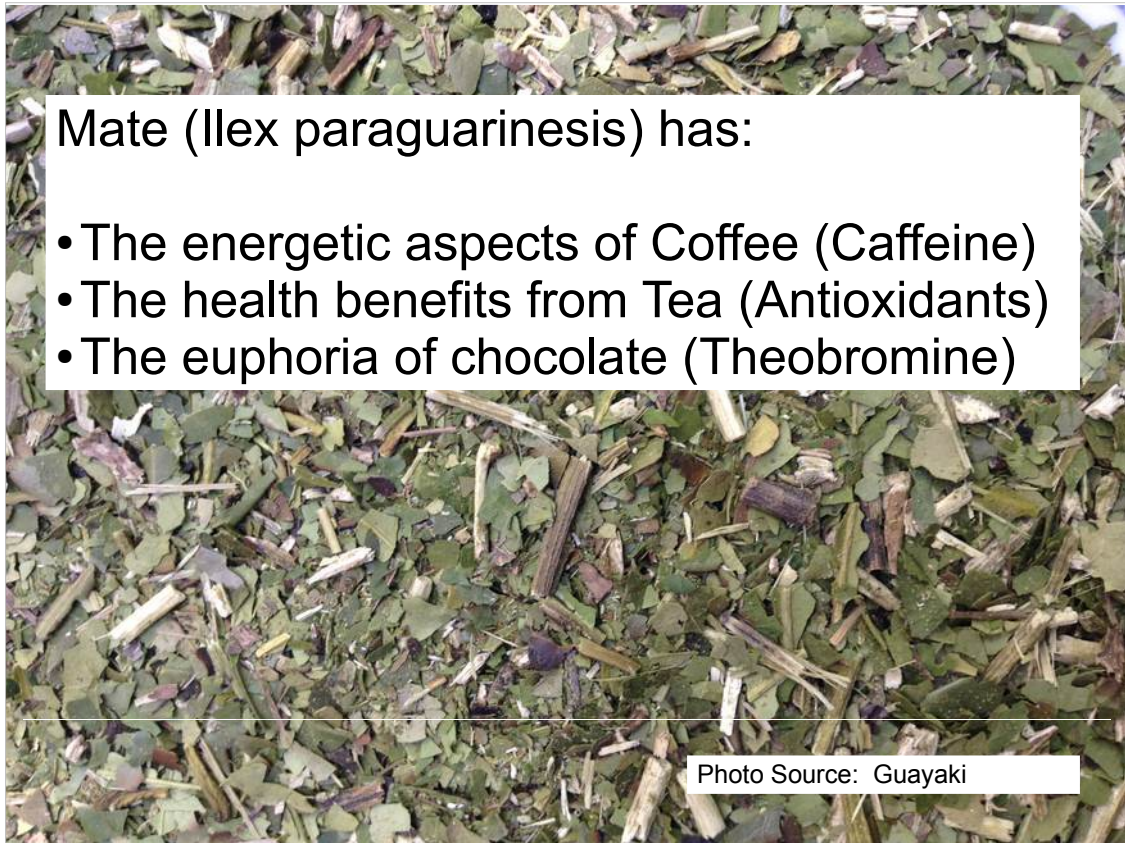


Good Morning and welcome. On behalf of Meta Mate and the Mate e.V. I thank you all for taking the time to join us this morning.

Thank you to the Brazilian Embassy for agreeing to host this event and to the speakers who are here to share their work.

I am sure that at the end of this morning, we will all be a bit more knowledgeable in the field of mate.

Many of you have been working in the field for some years, personally, I am always touched as to how the mate entrepreneurs form a community rather than viewing one another as concurrence and it is a momentous occasion to have so many here in attendance today.



Mate (*Ilex paraguariensis*) has:

- The energetic aspects of Coffee (Caffeine)
- The health benefits from Tea (Antioxidants)
- The euphoria of chocolate (Theobromine)

Photo Source: Guayaki


Mate, as most of you probably know, is an extraordinary energizer, rich in antioxidants, caffeine and theobromine - the strength of coffee, the health of tea, and the joy of chocolate, all in one plant. Coffee, Tea and Cacao are consumed and traded on a global scale, whereas Mate, despite being discovered at around the same time has remained remote and regional for the most part.

# German Mates



There were attempts to introduce it to a broader market at the turn of the last century, and at least, here in Berlin, thanks to the cult status of 'Hacker Brauses', Mate has had a breakthrough in bottled bubbly forms. However, outside the trending start-up and latino scenes, the potential and benefits of this drink are unknown. .





The image displays three logos of German trade associations against a background of coffee, tea, and cocoa leaves. The top left logo is for the 'DEUTSCHER KAFFEEVERBAND' (German Coffee Association), featuring a coffee bean icon. The bottom left logo is for the 'Verein der am Rohkakaohandel beteiligten Firmen e.V.' (Association of companies involved in raw cocoa trade), featuring a cocoa bean icon. The right logo is for the 'Deutscher Teeverband e.V.' (German Tea Association), featuring a stylized green tea leaf icon.

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Besides being established drinks consumed around the world on a daily basis by millions of people, what else do Coffee, Tea, and Cocoa all have in common?

None of these are native to Europe, yet Germany continues to be the largest European trader of these products with an equally high consumption rate..





As the market continues to open up and consumers look for alternative means to nourish themselves while maintaining a consciousness for concepts such as transparency and sustainability, there is a chance for Mate, which has still not been exploited as a commodity to make a breakthrough.

So without further adieu, I will hand the stage over to Dr. Thure Adler, to introduce our first set of speakers.

We request you to please ensure that your phones are turned on silence for the next hour and to refrain from taking photos or recording any parts of the presentations.

Thank you.