



Rooibos Limited attends the FHA HoReCa 2022

We attended FI Europe in 2022

New study shows how Rooibos wild-harvesting supports many rural livelihoods

In this newsletter, you can read more about two trade shows we attended last year. Find out exactly why we were present at these events and what visitors had to say about Rooibos.

We also take a look at who the celebs are that are apparently relying on Rooibos for enhanced skin care routines, better health and effective detoxing.

In other news, you can learn more about a well-established food scientist that has decided to start a new line of Rooibos tea energy drinks. Find out why he decided to do this below.

All this and more in the latest edition of Rooibos News.

Rooibos Limited attends the FHA HoReCa 2022



As the global leader in Rooibos production, Rooibos Limited attends a few select trade shows per year in order to showcase our products and to build and maintain client relationships through direct contact.

FHA HoReCa 2022 was another successful exhibition for Rooibos Ltd, where the specific focus was on the Hotel, Restaurant and Café industries.

Click [here](#) to read more.

We attended FI Europe in 2022



FI (Food Ingredients) Europe took place in Paris last year and we were proud to attend the event! The show is one of the largest gatherings in Europe for food ingredient buyers and suppliers.

During our time at the event, we connected with various industry stakeholders, clients and potential new partners who are looking to add Rooibos to their list of food ingredients.

We're looking forward to attending the show again in 2023!

Click [here](#) to read more.

New study shows how Rooibos wild-harvesting supports many rural livelihoods



Dr Rhoda Malgas recently obtained a PhD degree from Stellenbosch University for her research which focused on the wild-harvesting of Rooibos and Honeybush in rural communities.

“Through my research, I explored the plants, and people’s knowledge about them, to investigate how environmental and social sustainability can be achieved,” she said in an interview with IOL.

Her research focused on regulatory frameworks that allow for wild-harvesting permits to be issued to rural farmers in the Eastern Cape, but not in the Western Cape.

“The fact that permits are issued for honeybush wild-harvesting in the Eastern Cape but not in the Western Cape is an example of a disjuncture in the institutional arrangement within a sector that relies on species that straddle both provinces,” she added.

Click [here](#) to read more.

Find out why many celebs swear by Rooibos



The South African lifestyle magazine, SARIE, recently reported that a host of Hollywood celebs swear by Rooibos thanks to its many health and beauty benefits.

Actress and philanthropist Angelina Jolie and model Miranda Kerr are among those who have admitted to having a long-standing relationship with Rooibos tea.

According to a press statement by the South African Rooibos Council celebs from all over the globe are crediting Rooibos for their flawless looks on the red carpet. This includes using Rooibos-based products for good skin care practices, relying on Rooibos for effective detox techniques and taking Rooibos for enhanced immunity.

Click [here](#) to read more.

Food scientist that developed Oreo cookies now has his own tea brand



The highly regarded food scientist, Dan Levison is known for developing popular snacks like Oreo, Triscuit and Popcorn, Indiana. Now, he has turned his attention to creating his very own tea brand!

VIBAL is his energy tea drink. It was born out of a need to get a healthy energy drink that he can rely on while studying or working late. The product contains Rooibos tea, combined with organic fruit juice, to create a truly unique taste.

So far, he has produced a few different flavour varieties, which include wild honey, lemonade, pomegranate, tropical punch and spicy ginger.

Click [here](#) to read more.

Click here to visit our website

Find out more about Rooibos and the company that introduced this exceptional product to the world, becoming the preferred supplier of Rooibos across the globe. To stay up to date with the latest news from Rooibos Limited, follow us on social media.

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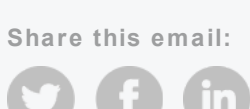


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