

wilden.

herbals

2026 CATALOGUE



The essence of nature.
Value for your business.

Transform your tea offering into a premium experience.
Discover our organic, 100% natural infusions, carefully
crafted to elevate your HoReCa offering.

PREMIUM TEAS AND INFUSIONS MADE IN ITALY

STAND OUT!
CREATE AN
EXCLUSIVE WELLNESS
MENU & CORNER IN
YOUR VENUE



**100%
COMPOSTABLE
FILTER**

**NO FLAVOURINGS,
POWDERS OR
ADDED SUGARS**


**PRODUCTS
CERTIFIED AS
ORGANICALLY
FARMED**

*Authentic teas and herbal
infusions* for your customers.

Combine aesthetics, sustainability and taste to set your venue apart from the competition.



Wilden.herbals is redefining the herbal tea ritual in the Horeca sector. We transform the finest organic medicinal herbs into a premium experience for your guests. Our refined design and the superior quality of our compostable filters offer more than just a beverage, they create a precious moment for your venue.



Discover
our
world

Our quality guarantees



ICEA Certification
The herbs, plants and roots selected by wilden.herbals are all organically certified, supporting sustainable agriculture free from chemicals and additives.



FSC Certification
The boxes are fully recyclable, ensuring environmentally responsible management throughout the entire wood-to-paper supply chain, with a strong commitment to sustainability.



UNI EN 13432 certification
The certification demonstrates compliance with European and international standards for the biodegradation of products, reflecting a concrete commitment to those who have chosen to invest in rediscovering and preserving our natural heritage.



Carbon Neutral
As part of the climate partner programme, the CO₂ emissions of wilden.herbals herbal infusions have been calculated, reduced and offset through a climate action strategy and certified climate protection projects.

**CHEMICAL
RESIDUE
ANALYSIS**



**NO ADDITIVES,
FLAVOURINGS OR
SUGARS**

**HERBS CUT
FOR HERBAL
INFUSIONS**

**INDIVIDUALLY WRAPPED
AND COMPOSTABLE
FILTER MADE FROM
CORN STARCH**



**ARTISANAL
CRAFTSMANSHIP,
MADE IN ITALY**



Wilden Collections

Six collections, one vision:
making botanical wellness part
of everyday life.



Remedia Collection

Wellness rituals that surprise your guests

A collection of functional botanical blends designed to complement every moment of the day. Offer your guests a daily wellness ritual they will want to experience again and again.

IDEAL FOR: EXCEPTIONAL BREAKFASTS, SPAS & WELLNESS CENTRES, UPSCALE DINING

Remedia Collection

More than just a herbal infusion: a ritual that accompanies your guests from breakfast through to after dinner.

The remedia collection offers functional blends with an appealing design, ideal for creating consumption occasions throughout the day and maximising the profitability of your café service.

REFERENCE		INGREDIENTS (from organic farming)	CUP PROFILE
Morning		Cacao, hibiscus, ginkgo biloba, st. john's wort, honeybush, cinnamon, rooibos	Herbaceous, sweet aromatic notes. Rooibos and citrus notes prevail.
Night		Sweet orange, woodruff, lemon balm, chamomile, mallow, passionflower, linden, hawthorn	Herbaceous aromatic notes. Chamomile stands out, with woody and earthy notes.
Boost		Ginger, lemongrass, bay leaf, sweet orange, juniper, turmeric, black pepper, elderberry	Peppery aromatic notes. Ginger comes through decisively, supported by bright citrus notes, while black pepper remains subtle.
Digestive		Fennel, liquorice, ginger, lemon balm, mint, rosemary, sage, lemon	Herbaceous aromatic notes. Rosemary stands out, with distinct citrus notes and a subtle salty finish.
Hangover		Mint, ginger, sweet orange, lemongrass, mallow, cardamom, black pepper, turmeric, fennel, gentian, lemon, chamomile	Herbaceous aromatic notes. Mint and chamomile emerge, accompanied by subtle citrus notes.
Focus		Ginkgo biloba, verbena, basil, mint, rosemary, maté, gotu kola, lemon balm	Herbaceous aromatic notes. Peppery notes emerge, with a distinct mint character.
Relax		Passionflower, rosemary, bay leaf, juniper, thyme, lavender, verbena, fennel, hawthorn	Herbaceous aromatic notes. The floral character of lavender emerges, while thyme stands out strongly.
Purify		Helichrysum, ginger, woodruff, fenugreek, nettle, horsetail	Aquatic, marine and vegetal notes stand out. On the palate, herbaceous notes prevail, with a slightly salty character.
Reborn		Summer savory, lemongrass, ginger, lemon verbena, lavender, apple, bergamot	Herbaceous aromatic notes. Summer savory stands out, while the citrus contribution remains more subtle.

Available in:

Softpack 10 filters

Box 10 sachets

Tin (loose leaf)

Single sachet

THE PERFECT REMEDY
FOR EVERY MOMENT:
LET'S BUILD YOUR
WELLNESS SELECTION
TOGETHER.



Botanica Propria Collection

The excellence of purity on your menu

Botanical herbs sourced directly from certified organic farms. A selection dedicated to connoisseurs, designed to enhance the authenticity of your beverage menu.

IDEAL FOR: FINE DINING, BOUTIQUE HOTELS, BOTANICAL BARS & CUSTOMERS SEEKING PURE, SINGLE-INGREDIENT INFUSIONS

Botanica Propria Collection

The essence of nature at the service of your menu

We select the finest pure organic botanical herbs to meet the needs of an increasingly discerning and informed clientele. A premium offering that elevates your beverage menu and supports a higher price positioning.

REFERENCE		INGREDIENTS *from organic farming	CUP PROFILE
Chamomile		Chamomile*	Floral and sweet aromatic notes. Rich, enveloping hints of honey and wild apple stand out.
Lemon Verbena		Lemon Verbena*	Citrusy and balsamic aromatic notes. Lively notes of lemon and lemongrass prevail, with a pleasant green finish.
Mint		Mint*	Fresh, minty aromatic notes. A bold, refreshing and herbaceous flavour emerges, with a long, clean finish.
Cacao, Cascara		Cacao bean husks	Roasted and enveloping aromatic notes. Dark chocolate notes stand out, enhanced by a subtle fruity acidity.



Available in:
Softpack 10 filters
Box 10 sachets
Single sachets

ELEVATE YOUR
OFFERING: INTRODUCE
THE BOTANICA
COLLECTION FOR TRUE
CONNOISSEURS



Tea Collection

The great classics

We combine respect for tradition with a contemporary approach. Offer the finest expression of tea culture, with certified organic quality and irresistible aesthetics.

IDEAL FOR: EXCEPTIONAL BREAKFASTS, AFTERNOON TEA AND HIGH-END HOSPITALITY

Tea Collection

Elevate the classic tea ritual

We have reinterpreted traditional blends with a premium organic selection and iconic packaging. Perfect for exceptional breakfasts, boutique hotels and sophisticated tea times that leave a lasting impression and encourage word-of-mouth.

REFERENCE		INGREDIENTS (from organic farming)	CUP PROFILE
Sencha Green Tea		Camelia Sinensis	Vegetal and herbaceous aromatic notes. A clean, smooth freshness stands out, with a delicate umami nuance.
Darjeeling Black Tea		Camelia Sinensis	Floral and muscatel aromatic notes. An elegant, refined body with pleasant, slightly tannic notes.
Earl Grey		Camelia Sinensis, bergamot essential oil	Citrusy and spicy aromatic notes. The enveloping aroma of bergamot emerges in perfect balance with the black tea base.
English Breakfast		Camelia Sinensis	Malty and full-bodied aromatic notes. A rich, rounded and invigorating flavour stands out, also ideal with a splash of milk.



Available in:
Softpack 10 filters
Box 10 sachets
Tin (loose-leaf tea)
Single sachet

REFRESH YOUR MENU:
SURPRISE YOUR
GUESTS WITH THE
EXCELLENCE OF THE
TEA COLLECTION



Fresca Collection

De-seasonalise your offering and innovate your menu

Our cold infusions will surprise your guests with a non-alcoholic, healthy and refreshing alternative. Excellent served on their own or as an exclusive base for high-margin mixology and signature cocktails.

IDEAL : PREMIUM NON-ALCOHOLIC APERITIFS, TERRACE & ROOFTOP BARS, REFRESHING SUMMER BREAKS AND SIGNATURE COCKTAILS (MIXOLOGY)

REFERENCE		INGREDIENTS (from organic farming)
Levante E 90°		Sencha green tea, mint, ginger, thyme, liquorice
Maestrale NW 315°		Darjeeling black tea, ginger, lemon
Tramontana N 360°		Fennel, liquorice, sage, ginger, lemon
Libeccio SW 225°		Ginger, lemon verbena, mint, lemongrass
Hibiscus Flowers		Hibiscus flowers
Darjeeling Black Tea		Darjeeling black tea

Available in: Softpack 16 filters

REFRESH YOUR
OFFERING: CREATE
SIGNATURE MOCKTAILS
AND COCKTAILS WITH
WILDEN FRESCA



Low Caffeine Collection

Tap into the growing low-caf trend

Meet the demand for low-caffeine products with a premium collection that combines organic botanicals sourced through short, direct supply chains with fine teas from the historic Japanese house Tokujin. Thanks to a traditional and gentle sun-drying process, the caffeine naturally present in the leaves is reduced, while preserving the tea's full character and authentic taste.

IDEAL FOR: LIGHT WORK BREAKS, AFTERNOON PAUSES AND GUESTS LOOKING TO REDUCE THEIR CAFFEINE INTAKE WITHOUT COMPROMISING ON FLAVOUR, FROM LATE AFTERNOON INTO THE EARLY EVENING.

REFERENCE

INGREDIENTS (from organic farming)

Blend 01 To Breathe



Lemongrass, lemon verbena, nettle, sencha green tea

Blend 02 To Feel



Bay leaf, mallow, mint, bancha green tea

Blend 03 To Shine



Sweet orange, wild fennel, hoji bancha green tea, ginger

Available in: Softpack 10 filters

TAP INTO NEW
TRENDS: EXPAND
CONSUMPTION
OCCASIONS INTO THE
LATE AFTERNOON.



Herbpress™

Premium infusions, at espresso speed

Optimise service times without compromising on quality. With Herbpress™, transform any coffee machine into a wellness station. In just 60 seconds, serve a perfectly brewed infusion while reducing waiting times.

IDEAL FOR: HIGH-VOLUME CAFÉS AND BARS, BREAKFAST/BRUNCH VENUES, DYNAMIC BISTROS AND CATERING SERVICES

Herbpress™

Join the infusion revolution

The revolution in behind-the-counter efficiency. Herbpress™ is the patented system that transforms your coffee machine into a professional infusion station. Extract the full aroma of our herbs in just 60 seconds: eliminate waiting times, reduce waste and ensure a premium, consistent service even during peak hours.

REFERENCE		INGREDIENTS *from organic farming
Hibiscus Harmony		Liquorice, ginger, fennel, lemon verbena, hibiscus
Bancha Hoji Cha		Bancha hoji cha green tea*
Lemon Verbena		Lemon verbena*
Darjeeling Black Tea		Darjeeling black tea*
Green Tea & Mint		Sencha green tea, mint
Chamomile & Linden		Chamomile, linden
Cacao, Cascara		Cacao bean husks
Chai Black Tea		Darjeeling black tea, mint, cardamom, cinnamon, cloves
Vermouth		Rhubarb, corn silk, lemon peel, liquorice



Available in: Softpack 20 square filters

Watch this video
to discover how
Herbpress™ works



JOIN THE INFUSION
REVOLUTION: REQUEST
A FREE HERBPRESS™
DEMONSTRATION

Ready to elevate your *beverage offering*?

We support you every step of the way to create a unique wellness experience.

At wilden herbals, we don't simply provide high-quality infusions: we work alongside your venue to build a modern, distinctive and high-margin offering.

Our dedicated services for the Horeca channel

Beverage menu & mixology development

We create tailor-made herbal tea menus and recipes for signature mocktails and cold infusions.



Team training

We train your front-of-house and bar staff on the story, perfect preparation and storytelling of our botanicals.



Dedicated support & consulting

A dedicated account manager by your side to optimise reorders and manage seasonal demand.



Pop materials & visual merchandising

We provide countertop or floor displays, table menus, dedicated menus and coordinated accessories to enhance your wellness corner.



Let's start building your *tailor-made Wilden offering*

Contact us to receive a sample kit, request a personalised consultation or book a free Herbpress™ demonstration.

Discover more on our channels

INSTAGRAM

Daily inspiration,
recipes and
community

YOUTUBE

Watch our video
tutorials and
discover how
Herbpress™ works
behind the counter

LINKEDIN

B2B updates,
case studies
and industry
news

REQUEST A PERSONALISED CONSULTATION
OR SAMPLE KIT TODAY

Write to us at info@wildenherbals.com and transform your
venue's tea break into an exceptional experience.

Information & orders: info@wildenherbals.com

B2B phone/Whatsapp:: +39 333 8425446

Official website: www.wildenherbals.com

Headquarters: Via Farini, 6 – 20154 Milano

Our formats



SMALL SOFTPACK

Ideal format for teapot brewing. Includes pyramid filters without individual sachets. *Contains 10 pyramid filters.*



SQUARE SOFTPACK

Ideal format for teapot brewing. Includes square filters without individual sachets. *Contains 20 square filters.*



BOX

Ideal format for teapot brewing or as a gift option. *Includes 10 pyramid filters in individual sachets.*



SINGLE SACHET

Ideal format for on-the-go use.



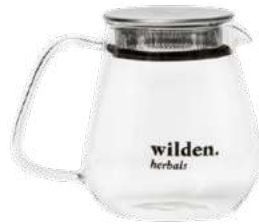
TIN

Ideal format for teapot brewing and for preparing delicious recipes in the kitchen. *90g for 45 infusions (Night 75 g, Purify 60 g)*

Displays & accessories



CERAMIC CUP



GLASS TEAPOT



**GLASS CARAFE
WITH INFUSER LID**



COTTON BAGS
Available in
different sizes



WOODEN DISPLAY



500ML THERMAL BOTTLE



FLOOR DISPLAY

Features two horizontal shelves, smaller compartments for boxes and jars, and hooks for soft packs. designed to maximise consumer impact and engagement in retail environments and pharmacies.



COUNTERTOP DISPLAY

Features two small shelves designed to hold 12 boxes, each containing 10 sachets. ideal for encouraging impulse purchases in spaces with limited room.

Rediscover the *wild*
within each of us.



WRITE TO US AT:
info@wildenherbals.com

Wilden Srl
Via Farini, 6 - 20154 Milano

VAT N° IT10575530968
Cod. Univoco W7YVJK9

+39 333 8425446
@wilden.herbals
www.wildenherbals.com