

# KROCUS & CO.

PREMIUM TEAS CRAFTED  
WITH GREEK SAFFRON

Small ritual, big impact.





# OUR STORY & MISSION

A note from the founder of Krocus & Co.

I was born and raised in Krokos Kozanis, a small town in Northern Greece where saffron has been hand-picked for centuries. From a young age, I witnessed the care and tradition of saffron harvesting in my hometown – a ritual carried out at sunrise by families who’ve perfected their craft over generations, rooted in care, patience, and community.

In 2010, I moved to London to pursue a career in marketing and advertising. Years later, I made the bold decision to leave the corporate world behind and follow a deeper purpose: to support my hometown’s farming community and share the extraordinary benefits of Greek saffron with the world.

Krocus & Co. is the result of that journey. A London-based brand, built on heritage, wellness, and craftsmanship. Our mission is simple – to turn a daily ritual into a moment of nourishment, connection, and quality.



Alexandros

Alexandros Papakostas





# MARKET OPPORTUNITY & INSIGHTS



## Consumer Interest in Premium and Diverse Teas

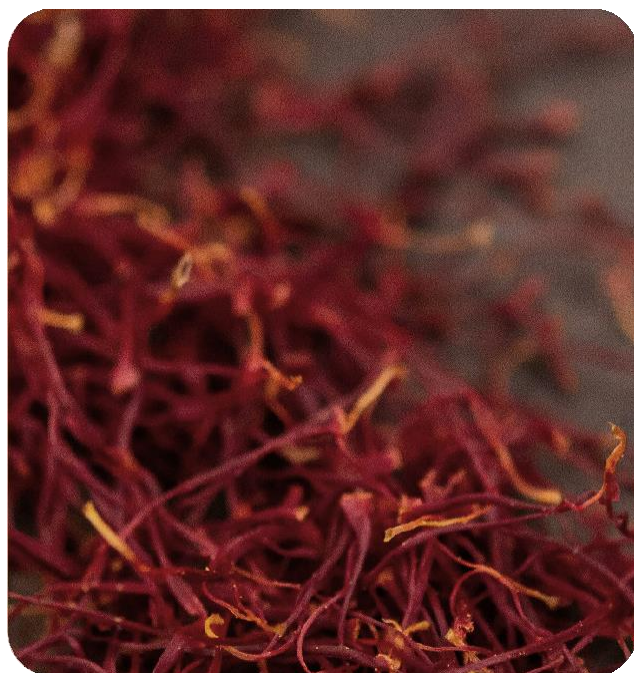
41% of UK tea drinkers are interested in exploring diverse and unique teas.

Sources  
<https://mobilityforesights.com/product/uk-tea-market/>  
<https://www.bevindustry.com/articles/97221-consumer-demand-prompts-beverage-innovations-that-support-cognitive-health>  
<https://www.stellarmr.com/report/Functional-Tea-Market/1956>



## Health and Wellness Trends

The global functional tea market is experiencing significant growth, driven by increasing consumer awareness of health benefits associated with teas, including improved digestion, stress relief, and immune system support.



## Emerging Interest in Saffron-Infused Products

The global market is seeing a notable rise in saffron-infused wellness products due to saffron's antioxidant and mood-enhancing qualities.

<https://fhafnb.com/blog/saffron-market/>  
<https://www.futuremarketinsights.com/reports/saffron-market>



## Gap in the Market

Limited availability of herbal teas that successfully combine saffron's wellness benefits with outstanding taste.



## Krocus & Co.'s Unique Positioning

Krocus & Co. offers premium herbal teas expertly crafted with high-quality Greek saffron, uniquely addressing this consumer demand for functional wellness combined with exceptional flavour.



# OUR PRODUCT RANGE

Our range includes premium herbal tea blends and a premium Earl Grey, all crafted using the finest ingredients and hand-picked Greek saffron PDO\* (except Earl Grey, which contains no saffron).

Flavours	Contents per Pouch	RRP (Per Pouch)
Orange & Honey with Hand-Picked Greek Saffron	28 Tea Bags	£16.99
Cinnamon & Clove with Hand-Picked Greek Saffron	28 Tea Bags	£16.99
Sage & Lemon Verbena with Hand-Picked Greek Saffron	28 Tea Bags	£16.99
Earl Grey	28 Tea Bags	£11.99

## NOTES

Available in cases of 12 or 24 pouches per flavour. Prices shown are per pouch. Mixed flavours are not available within the same case. Minimum order: 1 case (12 or 24 pouches of the same flavour).








# RECOMMENDED CHANNELS & CERTIFICATIONS

Our Suggestions	Café	On-Trade	Retail	Great Taste Award
Orange & Honey with Hand-Picked Greek Saffron	●	●	●	
Cinnamon & Clove with Hand-Picked Greek Saffron	●	●	●	
Sage & Lemon Verbena with Hand-Picked Greek Saffron	●	●	●	
Earl Grey	●	●	●	

## Certifications & Product Benefits

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Protected Designation of Origin (PDO)  
Ensuring authenticity, our saffron is exclusively grown, harvested, and processed in Krokos Kozanis, Greece—renowned globally for producing some of the world’s finest saffron.
- 

Plastic-Free Tea Bags
- 

Recyclable Pouches
- 

Great Taste Award-winning Blends



# SAFFRON: A PREMIUM SUPERFOOD FOR BODY & MIND

## Unveiling Saffron's Superpowers



### Mood Enhancement

Clinical studies have demonstrated that saffron supplementation can significantly reduce symptoms of depression and anxiety, promoting overall emotional well-being.



### Rich in Antioxidants

Saffron is abundant in antioxidants, such as crocin and safranal, which help combat oxidative stress and protect the body from cellular damage.



### Cognitive Support

Research suggests that saffron may improve cognitive function and memory, potentially aiding in the prevention of neurodegenerative diseases.

Sources  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC7882499>  
<https://www.mdpi.com/2072-6643/17/5/809>  
<https://pubmed.ncbi.nlm.nih.gov/33356506/>

<https://pubmed.ncbi.nlm.nih.gov/33615006/>  
<https://www.sciencedirect.com/science/article/abs/pii/S0944711324007542>  
<https://bmccomplementmedtherapies.biomedcentral.com/articles/10.1186/s12906-020-03102-3>

## Quality Credentials of Our Saffron



### Hand-Picked Greek Saffron (PDO Certified)

Our saffron is sourced from Krokos Kozanis, Greece, a region renowned for producing some of the world's finest saffron. The Protected Designation of Origin (PDO) certification ensures its authenticity and superior quality.



### Heritage and Tradition

Cultivated since the 17th century, the saffron from this region embodies a legacy of meticulous harvesting and processing techniques passed down through generations.



# SYNERGISTIC WELLNESS BENEFITS OF OUR HERBAL BLENDS

Beyond the remarkable properties of saffron, our blends incorporate a selection of herbs and botanicals, each chosen for their unique health benefits:



## Complementary Herbs

Ingredients such as cinnamon, clove, sage, and lemon verbena are known for their digestive, anti-inflammatory, and calming properties, enhancing the overall wellness experience.



## Holistic Health Support

The combination of saffron with these botanicals creates a functional tea that supports both mental and physical health, offering a soothing ritual for the body and mind.

Sources  
<https://www.webmd.com/diet/health-benefits-sage>  
<https://www.healthline.com/nutrition/sage-tea>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10708057>  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC5618098>





# CRAFTED ON 4 KEY PRINCIPLES

We’ve crafted every blend around 4 key principles — because what you drink should taste exceptional, support well-being, and do the right thing.



## Flavour First

*Because taste always comes first.*

We believe every cup should taste extraordinary. Our blends are crafted to deliver bold, vibrant flavours — from delicate saffron notes to carefully paired botanicals — creating a delicious, uplifting tea ritual. No compromises, no afterthoughts. Just flavour worth celebrating.

01



## Wellness in Every Sip

*Crafted to support body & mind*

We blend with purpose. Each ingredient is carefully selected to naturally nourish and support body and mind — from the antioxidant power of saffron to botanicals long celebrated for their wellness properties. Thoughtfully crafted to offer a moment of calm, balance, and well-being in every cup.

02



## Rooted in Craft & Provenance

*From our fields to your cup*

Our blends begin in Krokos Kozanis, Greece — home to the world’s finest saffron. Hand-picked by over 1,000 local families, our saffron is PDO-certified and cultivated with care, heritage, and centuries of craftsmanship. Every blend is a connection to place, people, and tradition — crafted with respect for those who make it possible.

03



## Sustainability & Fairness

*Doing the right thing, always*

We’re committed to ethical sourcing and responsible practices. That means supporting fair pay for our farming communities, protecting the land where our saffron grows, and using plastic-free bags and recyclable packaging —ensuring that every step of our process respects people and planet.

04



# TRADE HIGHLIGHTS & BUYER REACTIONS

“Excellent quality. Unique aroma and taste.

“Delicious fresh, clean flavour — both refreshing and invigorating!

“Delicious variety of flavours, each one offering a different taste sensation, making it difficult to choose a favourite.

“Wonderful, tastes divine.

“Best blend, hot or cold — delicate and unusual.

“Lovely tea with an intense aroma. Wellness blends tend to be quite dull, but this has good intensity and a wonderful balance of flavours.



Retail



Trade Shows  
& Sampling



Coffee Shops



# CONTACT INFORMATION

For trade enquiries, samples, or pricing discussions,  
please get in touch.

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