

Sweety Freshly – The Swiss Tea That Gives You Time

St-Aubin, Switzerland – July 2025

APIPHEN debuts Sweety Freshly at ANUGA 2025 – a revolutionary tea concept made with patented Swiss innovation

APIPHEN Sàrl, a pioneer in food innovation, proudly presents **Sweety Freshly**, the first tea product that saves time while delivering authentic taste. Ready in just 30 seconds – with no boiling, no steeping, and no artificial additives – this unique tea concept is set to transform the way we think about tea.

Made with **only three natural ingredients – tea infusion, acacia honey, and lemon** – Sweety Freshly delivers all the flavor of cold-brewed tea, sweetened naturally and sustainably. It's so easy to prepare, even children can do it safely with just cold or warm tap water.

“Sweety Freshly is more than a tea – it's a moment of comfort and health that fits into the busiest of lives” says **Simona Bisboaca**, inventor, founder and CEO at APIPHEN.
“It's fast, it's natural, and it's Swiss invention.”

Sweety Freshly – Key Benefits

- ✓ **Ready to drink in 30 seconds** – no steeping, no boiling
- ✓ **100% natural** – acacia honey, lemon, tea
- ✓ **Safe preparation** – just add water, cold or warm (no need for boiling water)
- ✓ **Eco-friendly** – saves water and energy during production, generates less waste
- ✓ **Multi-use** – can be enjoyed as hot/cold tea, lemonade, dessert topping, energy dose and many more.

Sweety Freshly sachets replaces multiple items: tea bag, sweetener, and lemon slice. It's perfect for the **hospitality industry, office canteens, military, and travel sectors** – where speed, safety, and convenience are essential.

Product Assortment

- Green Tea | Black Tea | Chamomile | Fruit Tea | Honey & Lemon
- 20 g single-dose sachets (boxes of 20 or 40)
- 2-year shelf life at room temperature

Why retailers & HoReCa choose Sweety Freshly:

- No steeping time
- Safe for children and the elderly
- No preservatives, flavorings, or instant powders
- Made using **pending Swiss patent technology**
- Compact, space-saving, easy logistics

At ANUGA 2025, APIPHEN invites industry professionals to experience Sweety Freshly firsthand – and discover how this simple concept is brewing a revolution in tea.

Visit APIPHEN at ANUGA 2025 – Hall 03.1, Stand C046

Learn more: www.apiphen.com | Contact: contact@apiphen.ch