



>> <https://www.yumda.com/en/news/1156141/>

## Bernhard Mix joins the management of Kräuter Mix

**03.07.2018** - Kräuter Mix GmbH headquartered in Abtswind (Germany) has positioned itself for the future and has appointed Bernhard Mix as additional managing director. With immediate effect, Christoph Mix and Bernhard Mix as managing partners and Silke Wurlitzer as managing director form the company management of the manufacturer of herbal raw materials.



Kräuter Mix GmbH

Bernhard Mix joins the management of Kräuter Mix

role, the 38-year old is now responsible for all sales and production units.

The Kräuter Mix products, such as dried vegetables, culinary herbs, spices, herbal and fruit infusions as well as herbal active ingredients, can be found in the pharmaceutical products and foodstuffs of numerous well-known brands. At 127 million euros, the 400-employee company once again achieved record sales in 2017. Exports were 52 percent. Most recently, Kräuter Mix has invested 13 million euros in the expansion of production and storage facilities at its two sites in Abtswind and Wiesentheid in order to meet growing demand. The company will celebrate its 100th anniversary in 2019.

With the appointment of Bernhard Mix to the management of the company, the family business continues its planned transition to the fourth generation. Bernhard Mix, who holds a graduate degree in economics, joined the company in 2010 and has been in charge of strategic product management in purchasing and sales as authorized signatory. In his new