



ALIMENTASTIC
HOUSE OF BRANDS

BRAND PRESENTATION · TIERRA VERDE · 2026

Cleanliness *in harmony* with *nature*.

Established premium eco-friendly home-care brand from Czechia — cleaning, laundry, personal care. Ready to scale in modern retail.



WHO WE ARE · TIERRA VERDE AT A GLANCE

Czechia's pioneer in *eco-friendly home care*.

Since 2008. Local production near Brno, ECOGARANTIE-certified, refill pioneer in CZ and SK — a natural range addition for premium retail in the DACH region.

2008

FOUNDED — 17 YEARS OF MARKET EXPERIENCE

€5M+

REVENUE 2025 — STEADILY GROWING

200+

PRODUCTS — BROAD HOME-CARE RANGE

10+

EXPORT MARKETS — INTERNATIONALLY PROVEN

ECOGARANTIE

First CZ/SK company to hold the leading Belgian eco-certification (since 2019).

Chemical Minimalism

No phosphonates, optical brighteners, or sulfates. Natural extracts instead of synthetics.

Locally produced

Own manufactory near Brno · 60+ employees · short supply routes.

Refill pioneer

18 SKUs in refillable bottles — a strategic asset for sustainability positioning.



WHAT DEFINES TIERRA VERDE · THREE CORE PILLARS

Strong *performance*, real *scents*, fair price.

01

Performance

- As effective as conventional products
- High performance, minimal environmental impact
- Easy to use — straightforward for everyday use

02

Natural scents

- No synthetic preservatives or fragrances
- Scented exclusively with organic essential oils
- Gentle even on sensitive skin

03

Price & value

- Premium quality at a fair price
- Competitive against conventional brands
- Highly concentrated formulas — economical to use

PHILOSOPHY · OUR FRAMEWORK

Four principles. *One benchmark.*

TRUE ECO is the internal framework behind every Tierra Verde product — from formula to packaging. It turns “eco” into a verifiable standard.

01 Chemical minimalism

- Natural ingredients
- Local before imported
- Ecological quality guarantee

02 Package-free thinking

- Minimalist packaging approach
- Reusable over single-use
- Reuse of materials

03 Focus on the essentials

- Development driven by real need
- No range inflation
- Function before trend

04 Upcycling

- Reuse of production residues
- New products from leftover materials
- E.g. bags, sleeves, folders



INGREDIENTS · WHAT'S IN AND WHAT'S NOT

What we *leave out* — and what we use *instead*.

WHAT YOU WON'T FIND · POTENTIALLY PROBLEMATIC

What Tierra Verde does *not* use.

- Phosphonates
- Optical brighteners
- Artificial colorants
- Synthetic fragrances
- Problematic preservatives
- GMOs · synthetic surfactants · sulfates

WHAT WE USE INSTEAD · NATURAL & EFFECTIVE

What *works*.

- Natural extracts — e.g. soap nuts, herbs
- Sugar surfactants — mild surfactants from coconut oil
- Moisturizing: glycerin, PCA, glyceryl oleate
- Biodegradable chelating agents (GLDA, MGDA)
- Organic essential oils as fragrance

“What we leave out matters as much as what we put in.”



INTERNATIONAL CERTIFICATION · VERIFIED CREDIBILITY

Sustainability that holds up to *scrutiny*.

In 2019, Tierra Verde became the first company in Czechia and Slovakia to earn Belgium's ECOGARANTIE certification — Europe's strictest standard for eco-friendly home care.

ECOGARANTIE

Since November 2019

International Belgian certification for natural cosmetics, hygiene, cleaning and laundry products. Strict requirements for natural ingredients and sustainability.

GOTS

Global Organic Textile Standard

For textile components from organic farming — relevant for Tierra Verde's textile components and upcycled ranges.

PEFC

Packaging & cardboard

Cardboard, boxes and labels from PEFC-certified sources. Full traceability of the wood fiber.



PACKAGING · REUSABLE OVER SINGLE-USE

Less packaging. *More reuse.*

Tierra Verde was one of the first manufacturers in Central Europe with a consistent refill concept in the home-care segment. Today, 18 SKUs are available in refillable bottles.

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- | | | |
|-----------|----------------------------------|---|
| 01 | Minimization | No unnecessary secondary packaging. Where possible: bare bottle instead of box-in-box. |
| 02 | Recycled & recyclable | Bottles made from recycled plastic and fully recyclable. Cardboard FSC- and PEFC-certified. |
| 03 | Bulk formats | Available in 5 L and 25 L for refill stations, large users, and reducing plastic volumes. |
| 04 | Refillable bottle | 18 SKUs in Tierra Verde refillable bottles — a strategic asset for sustainability positioning at the shelf. |
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PRODUCT LINE · THREE CATEGORIES, ONE PRINCIPLE

Three categories. *One promise.*

The range covers around 200 products, organized into three everyday categories. Every product is developed under the TRUE ECO framework — functional, certified, honest.

Cleaning

01

Universal · Bath · Kitchen · Grease · Glass · Floor

Laundry

02

Liquid detergent · Fabric softener · Stain removal

Personal care

03

Hand soap · Shampoo · Shower gel · Skincare





BESTSELLERS 2025 · UNITS SOLD IN CZ/SK

What *sells* — year after year.

Six products that represent the range — functional, frequently repurchased, and solid in volume. Data from the CZ/SK home market 2025.

124,660

BAKING SODA (BIKA)

The versatile baking-soda cleaner — 100% ecological, universally applicable.

56,167

GALL SOAP

A must-have stain remover. Removes grease, oil, sweat, blood, and fruit & vegetable juices.

25,438

BATHROOM CLEANER

Test winner in the independent dTest. Limescale gone, only 4 ingredients, organic mint scent.

39,506

DISH SOAP

Over 99% natural ingredients. 1 L and 500 ml bottles, organic lemon or mint.

14,741

SOAP-NUT DETERGENT

High share of natural surfactants and soap-nut extract. Lavender & SPORT lead the line.

7,818

ORANGE DEGREASER

For oven, grill, stove. With natural terpenes from orange peels. pH-neutral.



PROVEN IN RETAIL · REFERENCES FROM CZ, SK, BG

Already listed — with the *big names*.

Tierra Verde is a market-proven eco-friendly household brand with several years of retail experience in Central Europe — across discount, grocery, and drugstore. Award-winning product innovation and dTest recognition.

RETAIL PARTNERS

Lidl

Kaufland

dm-drogerie markt

Albert

Multi-year distribution

01

Listed at Lidl, Kaufland, dm and Albert in Czechia and Slovakia.

Award-winning product innovation

02

Category awards ahead of multinational corporations — including dTest test winner.

Stable supplier structures

03

60+ employees, mature production processes, short supply routes from Moravia.

dTest TEST WINNER

Bathroom cleaner — *winner in independent testing*



DISTRIBUTION & RESPONSIBILITIES · CLEAR ROLES

A model that works for *both sides*.

Tierra Verde delivers the product — Alimentastic delivers the market. Clear responsibilities, one point of contact for retail.

TIERRA VERDE

Product & manufacturing.

- 01 Product development & formulation.** Formulas based on the TRUE ECO framework, continuous reformulation.
- 02 Certifications.** ECOGARANTIE, GOTS, PEFC, FSC — full compliance responsibility.
- 03 Production in Moravia.** Own manufactory near Brno, 60+ employees, local supply chain.
- 04 Range leadership.** Roadmap, innovation, production capacity for scaling.

ALIMENTASTIC

Market & retail.

- 01 Local DACH distribution.** Building and managing retail relationships in the German-speaking region.
- 02 Key Account Management.** One contact for retailers — from listing to rotation.
- 03 Trade Marketing & Promo.** Theme weeks, promotional plans, tailored to each retail partner.
- 04 Operational execution.** Logistics coordination, master-data care, customer service, scaling.



Proven in Central Europe. *Ready* for your market.

We look forward to the next step — setting up the range, the calendar, and the first stores together.

CONTACT

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GET IN TOUCH

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ALIMENTASTIC GMBH

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