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The expert for products out of the European superberry Aronia

About us

Jörg Holzmüller, founder and CEO of Aronia ORIGINAL, discovered the aronia berry when he was very young. After developing a love for Aronia and an interest in the properties of the super fruit, he founded Aronia ORIGINAL Naturprodukte GmbH in 2008. Aronia ORIGINAL has been breaking new ground as an Aronia pioneer for over a decade now – its mission being to make the small dark purple fruit an essential part of people's daily diet. All employees are passionate aronia enthusiasts. They work excellently, inspired, innovative, with high integrity and sustainability. Every day, they contribute their commitment and joy, competence and heart to ensuring that the extraordinary superfruit is given the recognition it deserves - as basic food of the future.

Detailed information available at: www.aronia-original.de

Our portfolio for your success

We put our heart and soul into the production and processing of the BEST ARONIA BERRY.

At present, only selected regional partners meet this highest quality standard. It is the philosophy of Aronia ORIGINAL to create optimal growing conditions for the aronia plants from flowering to harvest without any stress. They should not compete, neither for light and minerals nor for water. For this reason, large planting distances are maintained on the plantations. Thus, the aronia plants grow in beautiful harmony between strips of grass and wild herb meadows with diverse animal colonisation and without the use of synthetic pesticides. For Aronia ORIGINAL as well as for our customers, it is not only freedom from chemicals, freshness and regional origin that count. Rather idealistic values such as respect for nature and sustainability are of increasing importance. To us controlled biodynamic production respecting natural rhythms and cycles is the answer to this demand. Therefore we are not only offering high quality organic products but also more and more foods in demeter quality.

- Strong expertise in growing and using the aronia berry
- High quality ingredients in the berries and in the final product
- Gentle processing of the fruits
- In constant exchange with doctors, alternative practitioners, nutritionists, who still appreciate the gifts of nature
- IFS certified and additional work according to own high standards and international regulations
- Special packaging to protect the ingredients

