

Beat: Lifestyle

## **RICOLA CELEBRATES ITS 95TH ANNIVERSARY IN PARIS ON A PARISIAN BARGE**

### **A PLANT PARENTHESIS**

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**USPA NEWS** - Ricola's Roots started a Long Time Ago. The Brand Story is perhaps Typically Swiss: It begins with a Personal Passion that leads to a Unique Product. It starts Small but thinks Bigger. Here are some of the Milestones...

Ricola's Roots started a Long Time Ago. The Brand Story is perhaps Typically Swiss: It begins with a Personal Passion that leads to a Unique Product. It starts Small but thinks Bigger. Here are some of the Milestones...

\* The busy Start-Up Years: Emil Richterich founded Richterich & Co, a Small Confectionery, to produce Herbal drops in his Hometown, Laufen.

\* The Invention of the Original: The Breakthrough came in 1940 with the Invention of the 13-Herb Blend. The Original Ricola Herbal Drop with its Distinctive Cube Shape was born.

\* 1948: A Mighty Brand was created: There were Two Confectioners called "Richterich" in Laufen. So Emil Richterich created a New Name for his Company: "Ricola". "Ri" for Richterich, "Co" for Company and "La" for Laufen.

\* 1962: Becoming International: Ricola began exporting its Herbal Drops to Germany. Ricola's Success was overwhelming: 1 Million Drops sold in the First Year.

\* 1970: Thinking Global: As Ricola continued to expand, a New Production Facility was built in Laufen. Ricola began exporting its Herbal Drops to Japan, Hong Kong, Singapore and the USA.

\* 1985: The Beginning of Decades-Long Partnerships: Ricola decided to cooperate Closely with Swiss Mountain Farmers, thus ushering in the Era of Systematic Herb Cultivation in Switzerland.

\* The World started to sing "Riiicooolaaa!": The First TV Commercials featuring the Ricola Yodel were broadcast in Switzerland and Germany in 1993.

\* A New Model of Sustainability: Their Herb Center was opened in 2014. The Walls of the Building were built with Loam from the Laufental Valley.

\* 2021: The Look received an Update: Inspired by Nature, the Renewed Brand Logo and Packaging showcases an Alpine Panorama and highlights the Drops with an Inner Glow.

\* 2023: They became a B Corp: They constantly rethink their Corporate Responsibility, pivoting Both the Brand and the Company towards Sustainable Growth and Transformation. B Corp, Short for Benefit Corporation, is a Certification awarded to Companies that meet High Standards of Responsibility. B Corps use Business as a Force for Positive Change. They take into Consideration the impact of their Business Decisions on their Employees, Customers, Communities, and the Environment.

- Their Comprehensive Approach to Sustainability consists of Six Core Topics:

\* Agriculture - Implement 80% Sustainable Farming Practices according to their Agricultural Principles for all Raw Materials by 2030

\* Waste - Cut Waste from 6% to 4.2% by 2025

\* Packaging - Achieve 90% Reuse or Sustainable Materials in Packaging by 2030

\* Climate - Reduce Scope 3 GHG Emissions by 51.6% per CHF Value Added by 2030

\* Water - Reduce Water Usage by 15% by 2025

\* Sourcing - 100% of their key Suppliers will complete the Ecovadis (or Equivalent) Assessment and sign their Code of Conduct by 2025

- Ricola was celebrating its 95th Anniversary in Paris on the "Fluctuart Barge" on June 13, 14, and 15, 2025

A Plant-Filled, Musical, and Refreshing Interlude!

From Friday, June 13 to Sunday, June 15, Ricola invites the General Public to a Parisian Barge transformed into a Herbarium of Happiness, for Three Days of Experiences based around its Famous 13 Swiss Plants.

Throughout the Weekend:

\* Hanging Garden with 13 Ricola Plants

\* Infusion Bar

\* Repotting Workshop

\* "95 Years of Ricola" Exhibition

\* Immersive Experience in a Giant Ricola Box

To mark Friday, June 13, Ricola unveiled a Major Study on French Superstitions... and offered a Festive Moment aboard a Parisian Barge. A Giant BINGO was punctuating the Evening, a Deliberate Nod to this Unique Date, and the Highlight of a Larger Event celebrating the Brand's 95th Anniversary. An immersive, Friendly, and Refreshing Experience, with Chance as a Special Guest for a Game.

Touch Wood, avoid Ladders, cross your Fingers before an Interview... In 2025, Superstitions are Still Popular. According to an OpinionWay Study for Ricola, 37% of French People say they follow at least One Superstition in their Daily Lives, and this Figure rises to 49% among 25-34 Year-Olds.

Source: RICOLA celebrating its 95th Anniversary in Paris on the Fluctuart Barge on June 13, 14, and 15, 2025

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