

LIPTON

Teas and Infusions

Zürich, June 10th 2024

Subject: **Letter of Reference**

To Whom it May Concern,

Mrs. Janina Annica Tiedemann has made outstanding contributions to Lipton Teas and Infusions as external consultant. Janina's exceptional sales and market knowledge enabled her to quickly comprehend complex situations and find effective solutions, leading to the successful completion of several critical projects:

- **Logistics Optimization for Germany:** Faced with the low performance of a third-party transport provider, which posed a high risk of turnover and reputation loss for the German sales organization, Janina suggested transitioning to a new transport provider. She managed the transition seamlessly, resulting in improved service levels and meeting customer requirements with over 95% On-Time In-Full (OTIF) delivery.
- **Name and Address Change Implementation:** Janina led the name and address change for Lipton Teas and Infusions Germany GmbH and Lipton Teas and Infusions Switzerland AG, previously known as ekaterra. She coordinated with Lipton and external stakeholders to implement the change across IT systems, notify authorities, and inform customers and suppliers, ensuring full compliance with all legal requirements.
- **Organic Certification Audits:** Given Lipton's commitment to selling organic products, Janina managed the preparation and execution of yearly audits to maintain organic certifications. She successfully handled audits with external certification providers KIWA (Germany) and bio.inspecta (Switzerland).
- **LUCID Packaging Declaration:** Janina managed the mandatory packaging declaration and audit, leading all associated activities to ensure compliance and operational efficiency in time and full.

Janina consistently demonstrated a strong work ethic, excelling under pressure while maintaining dedication, motivation, and resilience. Her process knowledge, hands-on approach, reliability, and ability to get things done have set her apart. We deeply appreciate Janina's commitment and the significant impact she has had on our organization.

We wish her continued success in her future endeavors.

Do you have any further questions about this letter, please contact me.

Sincerely,

Nicole Rothblum

Nicole Rothblum

Managing Director

Lipton Teas and Infusions DACH

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