



Peppermint – growing and processing

Idea on 2012th of october

First peppermint plant on 2013th of august

Self-employed person – Lolita Duge





Peppermint

Collection of 30 kind of mints

(apple mint, swiss mint, orange mint, mint Thai, mint – cream and berry, chocolate mint, spanish mint, mint crispa, grapefruit mint, strawberries mint e.c.)

- Products – 2 kind of cookies, 2 kind of sirups, honey with peppermint

extract, tonic for skin,
differnet mint tea bags,
zephyr, soaps with pepperm

- Tourism





Marketing

- Direct selling, Peppermint house – as a small shop too, mixed with tourism
- Small NGO shop with local products in the city centre in Jelgava
- Special presents for companies clients, and for people for Christmas time
- Next step – selling out of the Latvia border



Marketing recommendation

- To be interested in , in the business – hobby, new knowledges, possibilities
- To be open – ready tell about experience (tourism)
- Advertisement without large amount of the money (TV show, magazines)
- Don`t copy other stories, take the useful information, details
- To take part in the excibitions



Lolita Duge

Thanks for attention!

