

Annual report 2011

(English summary)

Snuff tobacco and spices mills

"De Ster" en "De Lelie"

and

Stichting De Kralingse Snuif en Specerijen Compagnie

De Ster en De Lelie



English Summary

It is our pleasure to offer you again a combined annual report of the mills 'De Ster' and 'De Lelie' and for the 'Stichting de Kralingse Snuif en Specerijen Compagnie De Ster en De Lelie'

The composition of the miller team has changed this year again. Early this year we have greet two apprentice millers, Jan Bruins and Martin Wood Reijn. They will spend the for their exam required practice hours at the mills.

Two "new" historic snuff tobaccos were added to our assortment. The Gingerbread Snuff tobacco and Limburger. Also we have introduced a new tobacco-free snuff: Potpourri No. 2.

The "wind powered" ground cinnamon is mainly purchased by visitors to the mill that take a box after their visit. There are also three other 'mill shops' that sell our cinnamon. This year we expanded our website with a more advanced web shop. Whether this will increase the sales will be seen next year.

Several attempts were made to gain funds to create a museum upstairs in the 'Karotten fabriek'. Our intention is to make an exposition about snuff tobacco, spices and the history of the 'Hioolen facilities'. Unfortunately we could not get sufficient funds and there is also a lack of cooperation of the local government.

We were pleased that we are accepted by The "European Route of Industrial Heritage" as member on the European Theme Route Production and Manufacturing. See also <http://www.erih.net> for more information about the ERIH.

To our great regret we had to note that the city of Rotterdam in the discussions about of the budget for 2012 expressed the intention to divest all the mills owned by the city. This decision is a serious threat to the continuation of the mills in the present way.

We finish with thanking all the people, companies and organizations that supported the continuity of the mills the year 2011