

Ceylon Tea = Lion Logo

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Great pride is taken by the island nation of Sri Lanka in the making of clean, orthodox, high grade specialty tea. Such pride dictates that all tea grown and manufactured in the country be marked with the globally trademarked lion logo.

Formed in 1976, the Sri Lanka Tea Board is a government entity under the Ministry of Plantation Industries that is charged with ensuring the quality and promotion of pure Ceylon Tea. The Sri Lanka Tea Board owns the Lion Logo and enforces the following conditions:

- The Lion Logo can be used only on consumer packs of **Ceylon Tea**
- The packs should contain 100% **pure Ceylon Tea**
- The brands which use the Lion Logo should be packed in Sri Lanka. Overseas Importers/packers are not allowed to use the Lion Logo on their tea packs even if the packs contain pure Ceylon Tea
- The brands which uses the Lion Logo should conform to the quality standards set out by the **Sri Lanka Tea Board**



The lion, a fitting symbol of pride, is also the national symbol of Sri Lanka and features prominently on the country's flag.



Unusual, one might think, as lions are neither indigenous to nor found roaming wild in the country (*see note below). So, why the lion? The answer is in fantastical legends that stretch back to the early centuries of Sri Lanka's early history. Prince Vijaya, the first recorded King of Sri Lanka (543-503 BCE), was from India and believed to be the part lion on his maternal side. When he arrived in Sri Lanka he brought a flag featuring a lion denoting his lineage. The powerful king of beasts became the symbol of the newly formed kingdom of Tambapanni through to present day Sri Lanka, so named since its independence from British rule in 1948.



Let's join Sri Lanka in celebrating its rich history and **150 Years of Ceylon Tea** ~ be sure to look for the Lion Logo.

Note: "The Sri Lanka lion (*Panthera leo sinhaleyus*), also known as the Ceylon lion, was a prehistoric subspecies of lion, endemic to Sri Lanka. It appears to have become extinct prior to the arrival of culturally modern humans, c. 37,000 years BC. This lion is only known from two teeth found in

deposits at Kuruwita."
REFERENCE: www.encyclo.co.uk

This post was prepared by Linda Villano, [SerendipiTea](http://SerendipiTea.com), reporting for The Tea House Times.

IMAGE CREDITS: Sri Lanka Tea Board <http://www.pureceylontea.com>