

Gail Gastelu, The Tea House Times, in Sri Lanka with Tea Board Chairman Rohan Pethiyagoda

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The Tea House Times is reporting on Sri Lanka leading into the 150th Anniversary of Ceylon Tea celebrations throughout the year. Over the next weeks and months, please watch this blog. Find current and archived entries linked in the left column.

Articles will appear in the next several issues of The Tea House Times publication, here in our dedicated Sri Lanka blog, through our online education at TeaCourse.com and through personal blogs prepared by Gail Gastelu and Linda Villano.

To kick things off, please enjoy a conversation between Gail Gastelu, owner/publisher of The Tea House Times and Mr. Rohan Pethiyagoda, Chairman of the Sri Lanka Tea Board.

Fine points of the conversation are transcribed below the video.

[CLICK HERE FOR VIDEO](#)



The Sri Lanka Tea Board does two things:

1. Regulates the quality and standards of all tea exported from Sri Lanka.
2. Works to promote Ceylon Tea all over the world, including the U.S.

Tea from Sri Lanka is known as Ceylon tea. Ceylon was the old colonial name for the island of Sri Lanka. But the tea is not called Sri Lankan tea, it is called Ceylon tea.



Ceylon tea is grown in seven regions including the whole of the central highlands of the island and the southern lowlands (Ruhuna). Two middle regions, Sabaragamuwa and Kandy (mountainous or hilly). The highland regions (between 4-6,000 feet above sea level) include Nuwara Eliya, Uva, Uda Pussellawa and Dimbula.

The regions are often mentioned in packaging for their distinct flavor, color, aroma, and so on.

By 1900s the USA was already the third biggest importer of Ceylon tea.

Leading into the 150th Anniversary of Ceylon Tea, Sri Lanka is seeking more growth in the US market specifically

through smaller tea houses, those who specialize in tea, know their tea and appreciate good tea. Purchasing through small tea houses or on the internet will offer more interactions, reviews, and ways to enjoy the many choices of Ceylon tea – to build an appreciation for Ceylon tea. Ceylon tea is special and one of the very cleanest teas available on the market. Look for it at a tea room near you or find it online. Look for the Lion Logo – the symbol of quality!!



The Logo is owned by the Sri Lanka Tea Board and globally trademarked. Lion Logo on your pack of tea is a guarantee for 100% Pure Ceylon Tea packed in Sri Lanka. To ensure what you buy is Ceylon Tea, look for the Lion Logo.

If you are U.S. buyer, look for the Sri Lanka Tea Board and exhibiting Ceylon tea companies at Fancy Food Show, NY or World Tea Expo, Las Vegas.

Learn more about Ceylon tea growing regions via the Sri Lanka Tea Board [website](#).

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Sri Lanka Tea Board

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