

Tea Industry Trend Watch - Year End 2017

Tea industry trends and market insight.

Published by The Tea House Times for TeaCourse.com

Tea Industry Trend Watch is prepared by the publisher and associates of The Tea House Times who walk, exhibit, speak at, and report on numerous food, beverage, and gift shows throughout the year to experience and share first hand observations of what's trending and representative of the industry. Each report includes an inside look at what is seen each year by The Tea House Times and incorporates additional supporting information, innovation, and intel from key organizations of the tea industry.

Yearly archived reports are available at TeaCourse.com as a part of continuing education and industry awareness and perception. It is very interesting to compare trends and growth in the tea industry over the years.

This report is broken down as follows:

- The Tea House Times Perspective
- Trade and Consumer Show Perspectives
- Key Tea Industry Organizations – Perspectives and Market Data

THE TEA HOUSE TIMES PERSPECTIVE

The Tea House Times, LLC, as media and educator in the tea industry, has a unique ability to connect quickly and easily to all branches of this beverage category and various markets it serves. An important growth avenue for the tea industry is through building and nurturing relationships among tea and coffee retailers, restaurants, and hotels, while continuing to strengthen connections to businesses and consumers and working together as an industry to promote the positive and healthy aspects of consuming tea and enjoying the social aspect too.

2017 was another exceptional year for making connections focused on tea. The market potential for further growth is very favorable.

Most notable as for news pertaining to tea producing nations in 2017 was the 150th Anniversary of Ceylon tea, year-long celebrations, increased marketing, and educational outreach about Ceylon tea throughout the year. The Tea House Times traveled to Sri Lanka twice in 2017 and published innumerable articles, blogs, and Ceylon tea topic pieces for other magazines too, in addition to presenting many education sessions and also publishing a book! *TEA: Ceylon Tea – Barefoot in Sri Lanka* by Gail Gastelu. Look for it on Amazon. All of 2017 became a focus on helping USA businesses and consumers to better understand Ceylon tea, the cleanliness of it, all about the Lion Logo and various tea growing regions and distinctions of each. Be sure to learn more at [The Tea House Times](http://www.teahouse.com) website, our [Tea Course](http://www.teacourse.com) website, and of course the Sri Lanka Tea Board website at <http://www.pureceylontea.com> Anyone desiring more information may contact the SLTB or The Tea House Times to learn more about the tea or possibilities of importing Ceylon tea into USA.

As seen in 2016, 2017 trending products continued to be more machines and variety in steeping/straining methods and travel vessels. Some new ones were introduced while others fell by the wayside. Most tea professionals cannot see past the simplest methods of tea preparation as long as procedures are consistent and use the freshest, quality water and steeping times appropriate for each tea type.

Of trending topics this year, matcha continues to be a star ingredient in creating unique beverages and foods or baked goods. Other winners are lapsang souchong for adding a bit of smokiness to any recipe; and earl grey has become very popular for specialty drinks such as the “London Fog” and flavoring baked goods as well.

As for social media, tea companies are getting better finding ways to showcase those aspects of tea that draw people in. Gone are the days that people rely on lengthy descriptions and articles but attempt to draw people in more visually. A picture truly does tell a thousand words. As social media continues to evolve and offer new ways to touch people, photographs are taking center stage. Sponsored posts are becoming more and more popular to use those photos to draw people in to wanting to experience exactly what they are seeing in the photo. Tea is a solution for so many parts of enjoying life. Think about this when promoting your brand in 2018. It is much more than branding, it is satisfaction, connection, and continuing to find new ways of nurturing relationships personally and in business.

The #DrinkTea Campaign we created for the USA and Canadian Tea Associations, introduced in 2016, continues to be a simple and great visual for sharing and encouraging people to drink tea. Continue to use the images in addition to other images you create for your own company. As the images are for Tea Council, it also shows your support of the industry and dedication to quality. Learn more and use the campaigns for USA and Canada here: <http://www.drinkteacampaign.com>

In 2018 we will see more new products surrounding tea, its preparation, storage, and perhaps a few more gadgets and machines too. Styles of tea enjoyment are morphing into something new as well. Many of the more traditional style tea rooms have begun to change their decor to appeal to and attract or simply satisfy a change in their customer base. Younger people are embracing tea and are looking for a chic, trendy, place to socialize. It is very cool. But the fancy afternoon teas, traditional British style, are still popular and will remain so to some extent since many people embrace tradition, enjoy a bit of nostalgia, enjoy the "proper" behavior too.

2018 will be a year of continued growth for tea in coffee shops but still in its infancy with restaurants and hotels where there is potential for new business and more growth. We are currently working with [PAII](#), Professional Association of Innkeepers International through webinars, articles, and speaking to their audience to increase better tea handling and consumption via small hotels and B&Bs/Inns. Our outreach is constantly changing with the times and we focus on groups that will help our industry to see growth. Next we need to work on general restaurants and better use of tea as well. How are you helping your own company grow? Consider more outreach and meetings with those in coffee, hotels, and restaurants.

Key Tea Industry Organizations – Perspectives and Market Data are provided this year thanks to Tea Association of the USA (<http://www.teausa.org>), Tea and Herbal Association of Canada (<http://www.tea.ca>), World Tea Expo (<http://www.worldteaexpo.com>), and Tea-N-Teas (<http://www.teanteas.com> – provider of weekly/monthly tea market reports for The Tea House

Times' online continuing education website at <http://www.TeaCourse.com> where you will also find Tea Industry Trend Watch Year End for 2017, and archived reports from years prior.

TRADE SHOW PERSPECTIVES

The strength that the tea industry needs to support and enhance expected growth is partly fulfilled by a trade show, partly fulfilled by trade media, trade organizations and trade associations and the education these leaders provide, along with the tea community overall.

It is important to continue to visit coffee and tea specific trade shows for insight into what's new and trending each year. They are the places to go to find and experience new products first hand. Be sure to check out World Tea Expo for tea, Coffee Fest for coffee and tea. Many other smaller tea festivals are open to the public and are popping up around the USA and Canada too (Coffee & Tea Festival is one of the main attractions in USA).

WORLD TEA EXPO

Thanks to World Tea Expo for sharing their perspective as follows:

While we were tempted to commence our tea musings using the crystal ball analogy, clearly a "reading of the tea leaves" is more suitable. It has been a fascinating year for finer specialty teas in many respects. While the news of Teavana closing shop might have garnered plenty of attention, most "tea people" view that as simply a misstep by Starbucks who owned the chain, not a reflection on tea whatsoever. In fact, the global tea community is not only expanding, but diversifying its offerings, origins and venues daily; and we expect to see this continue in 2018 and beyond.

As tea trend trackers, we can affirmatively say this is a splendid time to be a tea lover with creative entrepreneurs adding colorful takes on everything from mocktails (adult-style drinks sans alcohol), cocktails and foods – all laced with tea of some sort. The versatility of tea as an ingredient within homes, cafes, tea rooms and fine dining establishments is unparalleled. Chefs are now commonly adding tea to fish, vegetable and grain dishes, while tea and coffee shop owners are offering endless variations on traditional tea service with color and flair. While "Boba" (also called Bubble tea) drinks, Kombucha and sweet tea may not be every tea lovers' preference, these tea-based beverages use a lot of tea to improve flavor, add exotic aromas and colors, and last but not least, where there is tea, one finds beneficial antioxidants and healthy minerals.

During 2017, more than a thousand new tea-centric establishments opened worldwide: tea shops, classic tea rooms, new or expanded tea service within hotels, and even tea pop-ups (small, temporary spaces). Asian-style Bubble tea rooms are being swarmed by Millennials, fermented

Kombucha (made from a tea base) drinks are the fastest growing ready-to drink category in the USA and chai, fancy oolongs and even purple teas are being brewed, decanted and served with outrageous flair and fun.

While a few North American retail tea chains suffered in 2017 – as did much of the entire retail landscape now dealing with the “Amazon Effect” (business survival in the digital, rapid delivery age) – dozens of new tea-based chains opened or expanded within India, China, the EU and elsewhere. Perhaps as telling of the continuing tea renaissance underway globally is the expansion of consumer tea festivals now happening annually in Seattle, Los Angeles, Australia and many other cities. These gatherings combine workshops and educational presentations on tea while attendees can sample endless new teas brewed properly. Many consumers are becoming so passionate about tea they’ve also taken to studying on-line and at local festivals. And, of course, for the more tea-business inclined, a visit to World Tea Expo (the 2018 show takes place June 12 – 14 at the Las Vegas Convention Center with a pre-conference program June 11 – 14); the event provides the ultimate pathway for exploring the burgeoning tea trade.

While tea’s sister beverage – coffee – is certainly savoring plenty of expansion too, our beloved tea continues to win new friends and fans daily. Perhaps more than ever, the inherent nature of tea with its yin-yang, calming, yet energizing benefits, will yet once again be the simplest of affordable and beneficial pleasures as we forge ahead into an action packed New Year.

To learn more about World Tea Expo, visit worldteaexpo.com.

KEY TEA INDUSTRY ORGANIZATIONS PERSPECTIVES & MARKET DATA

(Note: All data provided is preliminary for 2017. At publication, total sales were not in yet, and these numbers should be considered as guidance only.)

TEA ASSOCIATION OF THE USA

Prepared by Peter F. Goggi, President, Tea Association of the U.S.A., Inc.

2017 showed some growth over 2016, so the overall trend of increased consumption continues.

RTD continues to be strong in both gallons and dollars, driven by continued growth in the premium segment in both convenience and retail segments.

Specialty Tea imports from the five traditional origins are slightly down, caused by declines mainly in green tea. However, value appears to be holding its own, and new products are gaining strength, particularly in tea based energy segments, matcha and some bubble/new age teas. Premium Leaf and bag continues to show strength and I see a little shaking out in the high

end segments particularly in the brick & mortar stores vs. on-line. This will be one to watch going forward.

Traditional teas continue to hold their own, but margin pressure is clearly seen. Large chain supermarkets continue to insist on limiting upward price movement, putting pressure on packers and growers alike.

Iced tea as always is a staple, but hot tea continues to grow ever so slightly.

In short, the market continues to be dynamic and new products, consumer education and availability of product underpins category growth.

Learn more and look for the annual State of the Industry via <http://www.teausa.org>

TEA AND HERBAL ASSOCIATION OF CANADA

2017 Tea Market Review - Canada

Prepared by Louise Roberge, President, Tea and Herbal Association of Canada

The Tea Industry can rejoice, as tea drinkers are increasing their tea consumption and the positive health associations continue to be seen by consumers. This year, tea in Canada saw hot tea driving growth in grocery stores and a positive momentum in the foodservice industry.

- Cups per day is increasing (up by 34.8% since 2015)
- Hot Tea has the second-highest share-of-throat (after water) among tea drinkers
- Millennial Tea Drinkers continue to seek innovation and variety, whereas Boomers prefer regular black tea
- Top benefits associated with drinking tea are that it tastes good and is relaxing
- Tea consumption at work is increasing
- In-home consumption is growing, with herbal and decaf being the preference in the evening

With Canadians increasingly becoming more focused on leading a healthy lifestyle, it is no wonder that positive attitudes towards tea continue to be seen, with “Relaxing” being the top health association for tea.

Where we need to continue to communicate is in telling the good stories of Tea producers who protect the environment and the programs improving the livelihood of so many individuals and families that live on a tea farm. One way that you can do that is by participating in the Sustainability Awards at the North American Tea Conference (September 25-27, 2018).

Tea is a strong connector between producers and consumers, different generations and different cultures. Take these messages into the New Year and consider how you can make new connections.

Learn more at <http://www.tea.ca>

KEY TEA INDUSTRY ORGANIZATION PERSPECTIVE & MARKET DATA:

TEA-N-TEAS TEA MARKET REPORT

2017

A round-up of the tea world during the year

According to the current compilation of the latest available data gathered from various producing countries, the global black tea production till September this calendar has fallen to 1.545 KMT, down from 1.594 KMT in the corresponding period of 2016. The 49 M.Kg shortfall marking a decline of 3% which considering that barring a few origins, was in comparison to 2015 already a deficient year, while not a disaster makes for not the prettiest of pictures on this front.

Country	To date	To Date 2017	To Date 2016	+/-
Kenya	Nov	392.35	427.91	-35.56
Sri Lanka	Nov	283.30	265.3	+18.00
North India	Nov	992.60	1,006.30	-13.7
South India	Nov	216.20	235.30	+19.10
Bangladesh	Oct	59.33	65.44	+6.11
Malawi	Oct	37.80	36.80	+1.00

With domestic tea consumption in India and China accounting for 59% of the world's tea, which figure adds up to being a significant step up from 48% in 2010, it remains to be seen whether this trend would continue. Because should that be so, which appears to be more than a just a likely scenario, it is apparent that even a 2% annual increase in consumption in just these two origins could drastically effect the present comfortable demand/supply equation. At the supply end of this spectrum the two origins, Kenya and Sri Lanka, which export virtually all that they produce (95%) should continue to see steady growth.

On an aside to the supply/demand story, if there is one issue that is looming large in the face of the industry it is the spiralling labour and input costs which continue to inch ever upwards. The tea industry which, to put it mildly, is VERY heavily dependent upon the human element, coupled with the fact that realisations remain almost static and with buyers constantly chasing lower prices, adds up to a bottom line which says that the industry is simply going to have to find a way to address this somewhat precarious situation. While for the present there does not appear to be any ready answer to this state of affairs, to my mind the solution simply HAS to come from technology. The what, how and where of this required paradigm shift are answers which would be crucial to the very survival of this industry. Which only means that an answer simply has to be found since it is this very industry which, globally, directly supports a very large percentage of the population. Is it then time for the industry to shout "HELP!!". I'd say it is.

Argentina

Production in Argentina during the 2016/2017 season was lower by 10% in comparison to the previous season which was mainly on account of a very slow start to the year, which in turn was

a fallout of the dry weather. Demand was broadly in line with production and therefore there was little, if any, carry-over going into the new season. Average export prices in 2016/2017 saw a marginal drop from 2015/2016.

With relatively high prices ruling elsewhere, demand for early season Argentine tea has been strong and there is more interest than usual from customers outside North America. Inflation has, however, more than wiped out any benefit from a devalued Peso so asking prices are slightly higher than this time last year. The present season has started well in terms of crop intake and the early signs are that the country will manufacture more tea than last year

China

As has always been the case, the least well known variable in 2017 was once again China, the world's largest tea producer.

China's \$23.4 billion tea industry is massive, producing 1.80 Billion Kgs in 2013 which by 2016 had ballooned to 2.41 B.Kgs and which in 2017, as per estimates of the China Agricultural Bureau, is expected to hit 2.58 B.Kgs. In 2016 the domestic consumption was 1.35 B.Kgs with only 14% (324 KMT) being exported, it is obvious that should the same trend of approximately 13% being the export surplus continue, that huge volume in 2018 could well upset a couple of apple carts. This, regardless of the fact that the Chinese domestic market for tea is also recording phenomenal growth.

The area under Tea cultivation is estimated as extending over approximately 2.93 million hectares. With agricultural practices improving and with more areas being mechanically harvested, it is more than likely that going forward the annual output will record a dramatic increase, especially for the lower quality Summer and Autumn teas. What also adds fuel to this conjecture is the fact that much of the new tea areas which have been opened up post 2012, have all been planted with high yielding cultivars and that those areas are now coming into maturity and into their high yield period.

The one obvious downside of this massive growth, which would have to be fuelled by mechanical harvesting, is that the output volume of lower grade teas will increase and that this would be at the cost of the higher quality Greens and Oolongs.

Win some, lose some!

India – North

While the final figures would come in only by the end of the season, it is more than likely that while the total Indian crop would end at 1270 M Kgs. which is almost the same as in 2016, North India, however, is likely to end up with a deficit of about 15 KMT, the major contributor of that drop being Assam.

This, thankfully, being the trend which has gained momentum over the years, good quality Assams recorded gains while medium teas were given short shrift and so have ended declining in weighted average. The proof of this pudding was that the top 50 Assam gardens recorded a weighted average of ₹225 which compared very favourably with ₹210.60 in season 2016. As a growing trend, it was domestic demand for this category which continued to be strong and pushed up the average. On the other hand medium and lower categories continued to struggle with medium Dooars recording a marked decline in average realization.

Following strong demand from Iran, the CIS and the Middle East, orthodox teas saw good demand which led to producers increasing production of this category which, in comparison to 2016, translated into almost 4 KMT more Orthodox. Orthodox averages ended considerably higher than the previous year with this strong trend continuing to end of the season with even the medium and poorer sorts witnessing regular and active enquiry. Resultantly exports of Orthodox were also marginally higher.

On the back of high prices in Kenya, CTC tea exports saw an increase with 129 KMT being exported from April to October 2017. The figure for the same period in 2016 reads as 123 KMT.

Darjeeling, this having been reported through the year, was an unmitigated disaster with an unprecedented shutdown for the better part of the year resulting in the loss of 70% of the annual crop. Thankfully with the political issue which led to the mess having been TEMPORARILY resolved, it appears likely that 2018 will open on a high note since the bushes which, year after year are plucked relentlessly, have been given a much deserved rest which should add up to an enhancement of quality and crop. Whether or not this may actually come about remains a toss-up.

India – South

For the better part of the year the 2017 production (Jan-Aug) was reported as being higher by 33 KMT which gain by November has come down to 2015 levels, translating into a gain of 19KMT over 2017. In 2016 the November and December having been record months, the expectation is that in the current year the backend crops may be lower which would have a positive impact in the year closing sales, going into 2018.

The CTC market sales in 2017 commenced with a huge carry forward stock from 2015, selling at low prices which adversely effected the market for First Flush teas. As the season progressed, it became ever more apparent that 2017 was turning into an unrewarding year for producers of common teas with plain and medium categories seeing large volumes of out lots and severe price fluctuations. At the other end of the spectrum, the good and best varieties were sought after and have been back in favour. Resultantly there was a welcome increase in prices which translated to a return to 2015 levels. Overall it was seen that the Dust grades were the maximum gainers in comparison to Leaf. Enhanced Orthodox production and a lower output by one of the major quality producer put pressure on availability of good CTC teas with the major blenders focusing more on good quality teas so that while levels for good and best teas headed northwards, the plainer categories headed the other way.

While the turmoil in the CTC market continued through the year, producers of Orthodox remained happily insulated with record volumes selling at attractive prices, following a global trend that as economies contract the demand for plainer Orthodox and Secondary grades go the other way. Whatever be the scenario, it is obvious that the shortage of good quality will continue to be felt. With those teas already selling at premiums, it appears that this trend is likely to stay with the future of plainer teas remaining uncertain

On the worker front, absenteeism and labour migration are issues which are increasingly pushing gardens towards mechanical harvesting which, unfortunately, is not exactly the best recipe for quality. While the new wage structure is already putting huge pressure on producers particularly of low yielding estates, the high costs and shrinking returns are forcing the organized sector to

enhance productivity via a route of purchasing leaf from the growers in the unorganized sector, a move which translates into being detrimental to quality manufacture.

Indonesia

Indonesia is currently the 7th largest tea exporter in the world. Struck by a saturated local beverage market, in 2017 Indonesia has shifted focus toward the international market. While currently approximately 60% of Indonesian tea is exported, there is big talk by some of the larger exporters aiming to restore Indonesia's tea export levels to 2008 levels, when nearly 100% was exported to international markets. Currently around 27% of Indonesian tea exports are to Malaysia, which is the largest buyer, followed by the US which is pegged at 14%.

While Indonesia has vast areas suitable for tea cultivation, the actual area under tea has dropped to 120K Hectares from the earlier 150K hectares mainly on account of the fact that farmers are shifting to other cash crops which require simpler maintenance. And so, ironically, while exports are being targeted, imports of tea into the country are on the rise which by 2015 had skyrocketed to 25 KMT from only 500 MT in 1999. With the emerging middle class driving an expansion of premium tea drinking culture, mushrooming premium brands and imports of Chinese tea is boosting imports.

Kenya

The year ended with a bang with the last auction of 2017 being the years largest. The 178K+ packages on offer met strong and improved demand leading to dearer rates, coupled with a minimal number of outlots. During the year a total of 6,912,913 packages came under the hammer, 200k behind 2016. On the other hand overall prices and the market value have ended higher than previous years. Through the year the market was well supported by the usual players which are Pakistan, Afghanistan, Egypt, Yemen, other Middle Eastern countries, Russia and the CIS. The western countries being left lagging behind even by Somalia which rules the roost at the lower end of the market.

While the end November crop reads as a deficit of 35 KMT lagging behind 2016, having seen some optimal weather in the last couple of months, the end year figure may well show some improvement.

Already the largest exporter of black tea, Kenya is aiming higher targeting a crop increase of about 20% by the end of the decade. The industry feels this to be an achievable target considering that new areas planted over the last couple of years are now coming into bearing and the fact that all these areas have been planted with high yield cultivars. These factors should add up to a whopping 500 KMT by 2020, up from a projected figure of 412 KMT in 2017. Unlike India and China, since Kenya doesn't consume most of its output, this huge influx into the global tea market is bound to have a major impact.

That the above translates into being a likely scenario is borne out by the fact that with tea being Kenya's second largest source of foreign currency (remittances from overseas citizens being the largest) the government is facilitating the industry in every way. Besides plantations, there is also encouragement for home grown small processing and packaging companies to push up the figure of 50K MT currently exported by 30 small and medium sized enterprises which add up to about 10% of overall shipments. Currently it is only 20% of the companies trading at the Mombasa auction, mainly multinationals, which account for 80% of the business.

Malawi

Despite a prolonged dry spell, with the weather having been by and large favourable through the year and with the end October crop of 37.80 KMT, it appears likely that the end December figure may well hit the average annual production of 40 KMT. On the price front while low prices continue to haunt Malawian tea on the auction floors, there is a welcome element of change creeping into the industry with producers willing to take the plunge with a slight shift from the traditional black tea into Greens and Oolongs.

That tea in Malawi continues to lag behind the big brother, Kenya, is somewhat of a bitter irony since the country is regarded as the pioneer of tea growing in Africa with commercial production dating back to the 1880s. Regardless of the industry continuing to be more unpredictable than other origins, there is no getting away from the fact that the tea industry is the country's second largest foreign exchange earner, contributing almost 7% to Malawi's GDP. Add to this that the industry is also the largest private sector employer with only the government employing a larger chunk of the population. The end result being a realisation that answers have to be found.

With the above being the basis, looking ahead and beyond the 2020 government aided Tea Revitalisation Project, a survey conducted by the Netherlands based UTZ, indicates that there will be a shift in the country's tea growing areas in the next 30 to 50 years with virgin areas being identified as having a lot of potential for tea growing. The long term plan being to make the industry a larger volume sustainable entity.

Sri Lanka

Skipping a year, the scenario for 2017 has been very similar to year 2015. While till end November, the crop is well ahead of 2016, this is despite the fact that the weather Gods have not been benevolent during season 2016/2017. Not just Tea, but also other plantation and agricultural crops have suffered equally. Weather having become totally unpredictable, tea production during the last 4/5 years has been on a steady decline so that in 2017 the crop outrun is almost 48 KMT lower than 5 years back!!!

Whether it is this lower production, or simply the fact that the demand for good quality Orthodox teas is on the rise, prices at the Colombo auction, especially for the Low Grows, have been on a northward trajectory right through the year.

This despite the uncertain political climate in the Middle East which continues to be the major market for SL teas and also despite the blip on the SL radar which saw its exports to Russia briefly curtailed on discovery of a Khapra beetle in a tea shipment (found remaining in a shipping container, and not necessarily of SL origin). The issue was fairly quickly resolved at the governmental level so that by year end it was back to business as usual.

Vietnam

In a nutshell, in Vietnam the Tea Industry has had a good year!

This, on the back of the tea growing regions having been at the receiving end of tea-friendly weather almost through the year. The winter, however, has begun earlier than usual and is forecast to be quite severe.

Whilst Vietnam does not share a statistical data bank as do all the more mature origins and while the official crop figures continue to be inflated for political reasons, industry guesstimates peg

the output at around 120 KMT. With green leaf almost 12% higher than in 2016, harvesting is going deeper in to the bush. That this would adversely impact the industry going forward is more likely than not. On an aside to this, with no clear policy, the Industry continues to waffle on the Pesticide issues! Despite this, having gained market share over the last couple of years, it is likely that in 2018 asking prices will move up.

Thanks to Tea 'n' Teas



Special thanks to Indi Khanna because he very tirelessly provides The Tea House Times' Tea Course with numerous updates each month on the state of tea and auctions and weather around the world. Weather is a factor that touches all industries from growing conditions to manufacturing conditions to packaging, shipping, and even the day you prepare a cup of tea. Weather also determines buying patterns and can be tracked directly as it impacts sales. The note below is from Indi and we want to share it as he has provided the information above for us so many times each month for years on end. Thank you, Indi!!

2017 has been a watershed year for us at Tea 'n' Teas. Having been producing a range of specialty teas in the Nilgiris for well over a decade, we have now upped the ante by literally taking tea to a higher plane with the establishment of our new specialty tea manufacturing facility www.teastudio.info. The Tea Studio is a virtual paradigm shift, streets ahead of any tea production facility not just in India but globally!

Every single White, Green, Oolong or Black tea which we offer from this matchless facility is the outcome of very fine, freshly harvested high elevation Nilgiri leaf being delicately handled and skilfully crafted to provide the discerning customer with a unique experience in every cup and with each sip. Ours are Teas which are crafted with passion. Ask us!

Wish all of you a wonderful year ahead! (Indi, Tea-n-Teas)

As a postscript An Ode to TEA

When the world is all at odds, and the mind is all at sea.
Then cease the useless tedium, and brew a cup of tea.
There is magic in its fragrance, there is solace in its taste.
And the laden moments vanish, somehow into space.
The world becomes a lovely thing, there's beauty as you'll see.
All because you briefly stopped to brew a cup of tea.