



CEYLON TEA - THE FINEST TEA IN THE WORLD

Sri Lanka is known throughout the world as the “Tea Island” which could cater to the satisfaction of any tea connoisseur round the globe. Sri Lanka is the third largest tea exporter to the world and our export share in the global tea market is registered at around 15%. However, Sri Lanka is the undisputedly leading player in respect of orthodox black tea to the global community. Black tea can be broadly categorized under orthodox and CTC types. While CTC known through the tea jargon as cut, tear and curl is a comparatively cheap mass production variety, orthodox is a highly skilled, specialty as well as high cost derivative. Although Ceylon Tea accounts for 6% of the global tea production, the bottom-line is not the volume but the value. All foreign tourists who visit the tea country of Sri Lanka understand the unique difference of Ceylon Tea against competing origins. When a majority of the tea producing countries are utilizing trendy automation for the plucking process and reducing costs, the passionate Sri Lankans still adopts hand plucking – a highly skilled but rather laborious method.

While many types of tea can be found under the national brand “Ceylon Tea” thanks to nature’s generosity, the conditions that breathe life into the tea remains both pristine and virgin. The tea bush thrives on sloping terrain and is grown in Sri Lanka mostly in the central highlands as well as in the southern inland foot hills of the rain forest at high, medium and low elevations. This results in a perfect cup of tea to the consumer which is of a superior quality and taste. The teas produced in the “Tea Island” vary from small leaf to larger particles as well as from light, fragrant cup character to strong, colourful brew. It is not an exaggeration to say, that most of the world famous tea brands and blends have been enhanced by a percentage of Ceylon Tea. Sri Lanka produces tea to suit every pallet

and that has remained the hallmark of the country's tea industry. Indeed, the topography, the soil, altitude, climatic changes, the two specific monsoons, the wind velocity are some of the characters which play an important role on the end product. Thus, tea is a product of infinite variety. Ceylon Tea continues to thrive within these parameters and almost impossible to be substituted by other origins.

The diversity in specialty of its orthodox tea process has been the power and strength of the tea industry in Sri Lanka. *Nuwara Eliya, Uda Pussellawa, Uva, Dimbula, Kandy, Ruhuna and Sabaragamuwa* are the prime tea growing regions of Sri Lanka. Over the years, Sri Lanka has earned a reputation as a producer of the best tea in the world whilst Ceylon Tea is synonymous with quality and taste. The Ceylon Tea name and 07 agro climate regional tea names have been registered as geographical indications (GI) to prevent misuse of Sri Lankan Teas by overseas packers and add value to the origin product. Sri Lanka Tea Board conducts Ceylon Specialty Estate Tea of the Year Competitions as well as Charity Tea Auctions in order to popularize straight-line garden marks and to recognize quality excellence by tea factories in Sri Lanka. The latest introduction to the promotional radar is the Tea Master Cup Competition classified under four main categories namely tea preparation, tea tasting, tea pairing and tea mixology.

The Lion Logo trade mark for Ceylon Tea captures the legacy and essence of tea grown in Sri Lanka. Inspired by its rich heritage, the symbol of the Lion Logo guarantees, that it is 100% pure Ceylon Tea and grown, pluck and packed exclusively in Sri Lanka while conforming to the highest quality standards mandated by the Sri Lanka Tea Board. Every batch of tea that bears the Ceylon Tea Lion Logo is traceable to its origins, ensuring absolute accountability and transparency with every sip. The tea packets and tea bags bearing the Lion Logo quality mark of Sri Lanka must be mandatorily packed within the country. Overseas packers cannot use the Lion Logo trade mark even if the contents are 100% pure Ceylon. Due to the popularity of Ceylon Tea all over the world, the Lion Logo trade mark and the Ceylon Tea name is being violated and replicated by many unscrupulous packers overseas. It is an on-going problem for the Sri Lanka Tea Board as well as the industry brand owners.

Today, the World has reached a crucial milestone where every nation is searching for human immunity boosting methods to counter the Corona Virus infection. In that context, drinking warm beverages and inhaling hot vapour is generally believed to be helpful. This is where the Tea Research Institute of Sri Lanka (TRI) in collaboration with the analytical laboratory of SLTB have conducted a literature survey and further studies on "Theaflavins in Black Tea" and concluded black tea may be helpful in controlling and flushing out the viruses. The TRI has released a scientific publication under the topic

"Antiviral properties of Tea" where it has been noted that drinking Black Tea helps to improve immunity.

Sri Lankan tea industry has recorded an excellent performance during the year 2021, despite many challenges faced by the stakeholders. The total export revenue from tea for the period of January to December 2021 is US\$ 1.32 Billion. The total export quantity is 288 million kilos.

Tea Promotion Division
Sri Lanka Tea Board
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CEYLON TEA

TASTE THE DIFFERENCE



SPECIALITY REGIONAL TEAS



Nuwara Eliya *Delicately Fragrant*

As Nuwara Eliya is unique, so is its tea. Recognized by tea connoisseurs, it has been said that Nuwara Eliya, at 6,240 feet above sea level, is to Ceylon tea what Champagne is to French wine. Brewed light it makes for a very smooth cup of tea that can also be iced for a refreshing difference.



Uda Pussellawa *Exquisitely Tangy*

The tea grown on the Uda Pussellawa mountain range experiences two periods of superior quality. The traditional eastern quality season from July to September is the peak but the dry, cold conditions of the first quarter of the year yield a range of rosy teas. Of medium body and subtle character, these teas produce a majestic flavor.



Dimbula *Refreshingly Mellow*

Dimbula is, perhaps, the most famous name associated with Ceylon Tea. The plantations located at 3,500 to 5,500 feet above sea level, cover the western slopes of the district. The monsoon rains and the cold dry weather produce a range of teas, from full bodied to light and delicate.



Uva *Exotically Aromatic*

Grown at an elevation between 3,000 to 5,000 feet above sea level, on the eastern slopes of Sri Lanka's central mountains, the Uva teas have a truly unique flavor. These teas are commonly used in many different blends but, with their different characteristics, they can also be enjoyed on their own.



Kandy *Intensely Fullbodied*

Mid country teas grown on plantations at 2,000 to 4,000 feet above sea level, produce a full bodied tea. Ideal for those who like their tea strong and bursting with flavor. Best served with milk.



Sabaragamuwa *Exceptionally Stylish*

Sabaragamuwa agro-climatic region ranging from sea level to about 2,500 feet is also referred as low grown tea and typically known for their stylish leaf appearance and larger particle size. The blackness of the dry leaf is a distinctive feature, as are the deep red colour of the infused brew of its Black Tea and its smooth and full-bodied liquors.



Ruhuna *Distinctively Unique*

The Southern part of Sri Lanka, though not traditionally known for its tea growing, does produce an exceptional tea. Grown from sea level to about 2,000 feet, the particular condition of the soil gives the leaves blackness and imparts in the brew a strong and distinctive taste. A perfect cup for those who like their tea thick and sweet, with or without milk.

WEB: www.pureceylontea.com