



CIRCULAR

Ref No: 40(01)/2019/Prom

Date : 14-06-2019

Tea Tasters' and Tea Appreciation Meet

Dear all,

Tea Board is planning to hold a Tea Tasters' Meet in Kolkata. Apart from professionals and connoisseurs in the world of tea, most are not aware of the mindboggling array of Indian Tea that are on offer. Understanding the very nuances of tea can take your tea drinking experience to a different level as well as offer you choices to suit your palate and mood. Tea Board India wants to bring into focus the many varieties of Indian teas and through this meet highlight as to how the quality of the tea and the right choice can make a difference to the "tea drinking experience".

I **Tea Tasters Session**

1. There would be a Tea Tasters Session where tasters from various parts of the country will be requested to participate and showcase their teas. The programme will start by a selection of a variety of 5-6 basic types of teas e.g Darjeeling, Assam Orthodox, Assam CTC, Sikkim, Kangra, Nilgiri etc. This session will be moderated by some of the finest tea tasters, India has produced

Then the stage would be thrown open to the participants/ companies to showcase two (2) of their most favourite type of tea

There would be two (2) categories.

- a. Single origin teas

The audience would be a select group from various fields who would mark them on parameters of a) taste b) colour c) flavour and d) bouquet

- b. New age tea blends with 50 % of the blend being Camellia sinensis (both hot and iced tea variants)

The audience would be a select group from various fields who would mark them on parameters of a) taste b) colour c) flavour and d) innovativeness

.....contd

All reputed tea companies: big, medium and small have on board their tea tasters for curating their own teas. They are requested to participate in the tea tasting session by way of bringing two of their best teas. Tea sommeliers from all over India are also requested to participate. This will be an enriching experience for all of them to add to their repertoire of tea preparations. The participants will have to bring their entire range of tasting cups and associated equipments for conducting the tea tasting session.

Interested participants are requested to register by way of deposit of Rs 1000/- in Tea Board account with an intimation of the full details of the Company and the UTR number to the email id : nandini.teaboardofindia@gmail.com (On line transfer- Tea Board Market Promotion Scheme – A/C No: 00260200000807- IFSC Code : BARB0BRABOU- Bank of Baroda, Brabourne Road Branch)

II **Tea Appreciation session**

The tea appreciation session would involve showcasing of various types of teas including specialty teas by our Industry players through their kiosks/stalls. Needless to state, the teas for sampling should be of good quality and must be some of the best brands from their stables. The participants would be able to sample and sell their teas to the consumers. The tea companies would have to take necessary arrangements for construction and branding of their own stalls

Interested parties may register for the Tea Appreciation Session with a fees of Rs 5,000/- with an intimation of the full details of the Company and the UTR number to the email id : nandini.teaboardofindia@gmail.com. (On line transfer- Tea Board Market Promotion Scheme – A/C No: 00260200000807- IFSC Code : BARB0BRABOU- Bank of Baroda, Brabourne Road Branch)

The details of the programme and venue will be intimated shortly.

sd/-

(Rishikesh Rai)
(Secretary)

