



Ek garam chai ki pyaali ho...!

Tea is not a vapour-rising hot cup of beverage; it is the tune we sync our lives to. Of course, the 'National Tea Day' is predominantly a Brit thing, but tea is an integral part of every Indian. Tea drinking is an experience and emotion in itself.

In India it is customary for a host to offer a cup of tea accompanied by some biscuits or snacks as soon as a visitor arrives at their home. Elsewhere in the world, tea drinking is a major cultural aspect. For example, Chinese and Japanese tea serving traditions are more ritualistic and tea is often enjoyed in a refined setting. In Mediterranean countries, tea is consumed in large quantities despite the hot weather.

It is said, "There is nothing more British than a nice cup of Tea",

Typhoo, the iconic British brand, celebrates the same spirit this National Tea day.

In the recent times, with increasing consumer awareness on product differentiating factors like aroma, origin, and taste, standard tea is making way for more premium variants and flavors. Typhoo's extensive range of specialty black, infusions and green teas are just the varieties to cater to the increasing demand in this direction. Today's consumers know what they exactly want and what flavor will suit their palette, keeping this changing trend in mind, Typhoo has over 25 variants of teas including the eight variants of green teas, latest one being lemon and honey. To help reduce stress levels

and cut down on caffeine, Typhoo introduced India's first decaf tea, which is equally loved by office workers to regular gym goers.

