

# emeyu



## Emeyu Launches Award-Winning Single Estate Range

Emeyu's Single Estate India has been awarded a gold star at this year's Great Taste Awards. The exceptional black tea is a 2<sup>nd</sup> Flush Organic and Fair-trade Darjeeling tea from the Ambootia tea garden. Characteristic of Darjeeling 'the Champagne of tea', Emeyu Single Estate India is a wonderfully light black tea with a sweet floral scent. The beautiful amber infusion has a slightly astringent flavour with overtones of Muscat, pears and spice.

*We are extremely proud to have won a gold star at the Great Taste Awards 2010, says Emeyu Founder Kristiane Blomqvist. Ambootia is a very special tea garden with strong ideals concerning fair-trade and organic agriculture, which are fundamental to how we source our teas. The fair-trade funds the garden receives have been used to improve education and offer scholarships as well as for disaster relief and hygiene.*

*Single Estate India is the first in the line of Single Estate teas from different regions that we are selecting for their particular excellence and giving special promotion under the Emeyu Single Estate brand, says Kristiane Blomqvist. We chose Darjeeling, India to launch the Emeyu Single Estate range with due to its outstanding taste and central place in the English tea tradition. Other teas in the range include the award-winning Emeyu Single Estate Taiwan oolong tea from Lu Ku Dong Ding and we will announce a Single Estate China in the spring.*

The special quality of the Darjeeling tea is due to a number of natural factors such as climate, elevation, type of tea bushes, soil, and even the air that the bushes breathe. The Second flush teas are

gathered during May and June. One of the first tea gardens founded by the British, Ambootia is at the foothill of the Himalayas with an elevation between 950-1450m offering breathtaking views of the surroundings.

**About Emeyu:**

Emeyu is a specialist tea company dedicated to making top quality teas accessible and exciting. We offer authentic, top quality, largely organic, teas sourced from the best tea gardens in Asia. Our philosophy is rooted in honouring the taste, health benefits and beauty of tea. Emeyu supplies some of the top hotels and specialist food destinations in Europe including Ritz Carlton Hotels, Harrods & Harvey Nichols. Emeyu fans include Claudia Schiffer, Allegra Hicks and Jemma Kidd.

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