













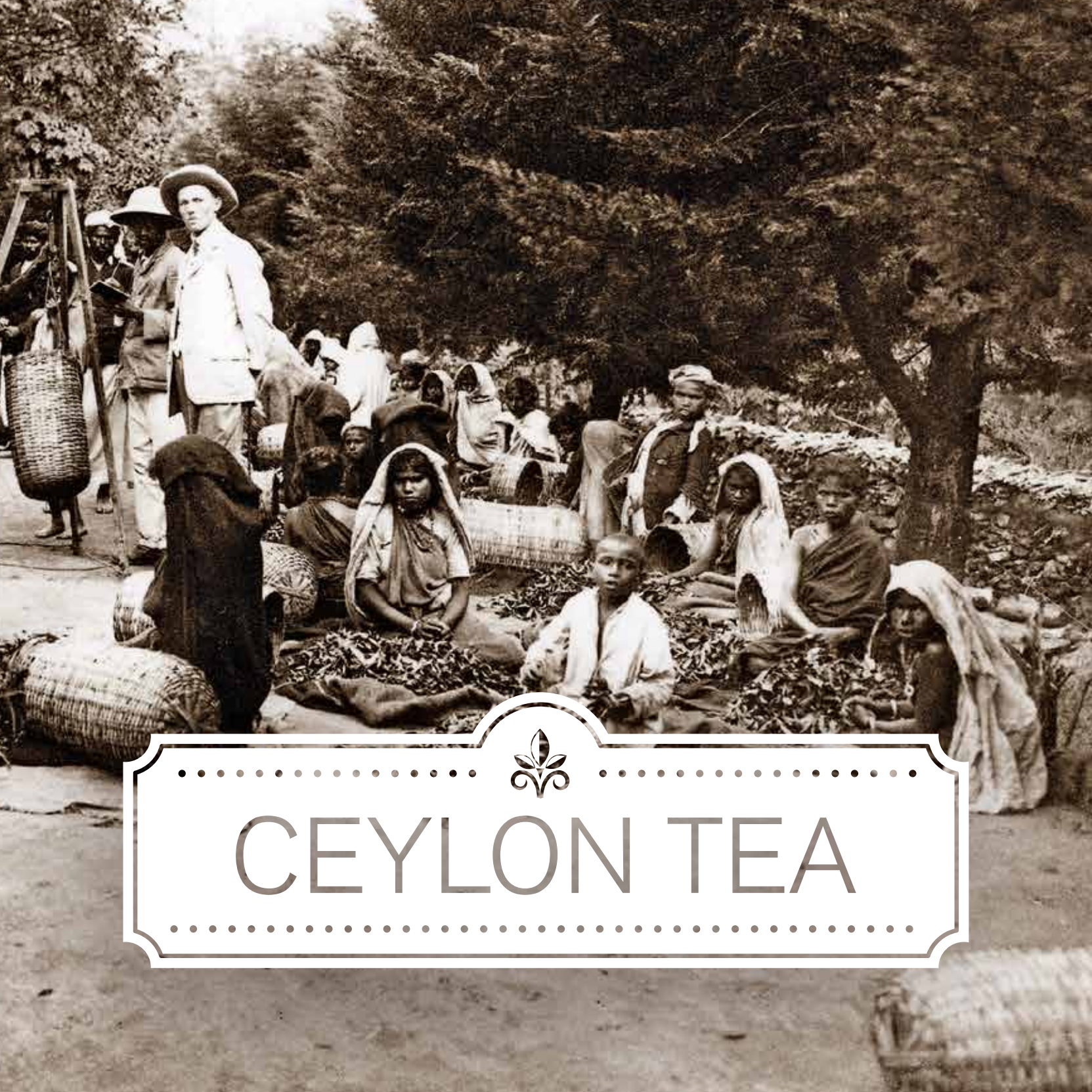
## CONTENTS

Ceylon Tea	05
Our Journey	09
Our Products	17
Black Tea	19
Flavoured Black Tea	29
Green Tea	55
Organic Tea	63
Herbal Infusions	75
Stassen Premium Selection	85
Ready to Drink	89
Decaffeinated Tea	93
Fair Trade Certified Tea	97
Single Garden Tea	101
Gift Packs	109
Loose Tea	115
Black Tea	117
Green Tea	121
Organic Tea	125
Herbal Infusions	131
<b>Wellness</b>	<b>135</b>
Private Label	141
Stassen and the Community	145









# CEYLON TEA



Sri Lanka is amongst some of the oldest tea producing countries in the world. It was in 1867 that James Taylor took a revolutionary step, planting the first commercial tea estate in Sri Lanka. This marked the beginning of a mammoth industry and a world renowned brand – Ceylon Tea.

Since the first shipment to the London tea auction in 1875, Ceylon Tea has gained momentum, with the rising production absorbing a loyal following of consumers.



CEYLON,  
THE FORMER  
NAME OF  
SRI LANKA,  
HAS PREVAILED  
AND REMAINS  
SYNONYMOUS  
WITH QUALITY TEA  
THE WORLD OVER.



The Island's tea has found favour amongst a global palate, as the Island produces 28 different grades of tea from diverse climatic regions of the country, and for its distinct quality. While the hill country has earned regard as the tea producing region in the country, as much as 60 percent of the total production originates in the low-country regions of Sabaragamuwa and Ruhuna which range in elevation from sea level to 800m. The Island's low-grown tea has witnessed a high demand in the world market as no other country



is capable of producing this grade of tea. The colour, flavour, aroma and strength of the liquor all vary from region to region which in turn results in an industry that is able to cater to the tastes of different markets.

For these reasons Ceylon Tea has made its mark as a special commodity in the world market, fetching record prices. It must be said, Ceylon, the former name of Sri Lanka, has prevailed and remains synonymous with quality tea the world over.









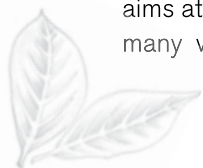


# OUR JOURNEY





Since its advent in 1977, Stassen has evolved into a diversified group complete with a portfolio that spans a broad spectrum of ventures. Today, as a bluechip conglomerate, Stassen Group can lay claim to a thriving establishment that aims at excellence in all of its endeavours. The Group's many ventures spell out versatile capabilities which



## BEING AWARDED THE PRESIDENTIAL EXPORT AWARD FOR FIVE CONSECUTIVE YEARS IS AN AFFIRMATION OF OUR UNCOMPROMISING EFFORTS.



include plantations, commodity exports, FMCG imports, dairy farming and products, distilleries, hotels and resorts, travel and tourism, logistics, printing and packaging, power generation, banking, financial services and insurance.

From the time of Stassen Exports' inception our tea enterprise has burgeoned with a versatile product range exported to over 80 countries across five continents as bulk, tea bags, packeted tea, and specialty



packs. In striving for excellence the accomplishments along the way remain a testament to our success.

Notably, Stassen pioneered the commercially viable production of Green tea in Sri Lanka as well as the manufacture of Organic Black, Organic Green and Organic handmade teas, and further, is recognised as one of the leading exporters of desiccated coconut and spices in Sri Lanka. Being awarded the Presidential Export Award for five consecutive years is an affirmation of our uncompromising efforts. These accomplishments are complemented by other pioneering ventures such as being the first Sri Lankan producer certified by Demeter (Germany) for engendering Biodynamic agricultural practices. Adopting state-of-the-art and eco-friendly production methodologies has further elevated Stassen Tea to stand out in an age-old global industry.



# Our Brew

Superior quality, high, medium and low grown teas of Sri Lanka are cultivated at our plantations that total 20,000 ha. Aside from gaining renown as the award winning producer of the finest quality tea of an eclectic range, Stassen can also account for some of the finest plantations in Asia. Lush expanses of our tea estates can be found in the Central, Uva, and Sabaragamuwa provinces – varied altitudes which yield tea of different flavours. Some of the prestigious tea estates under our stewardship include Kirkoswald, Pettiagalla,

**STASSEN CAN  
ACCOUNT FOR  
SOME OF THE  
FINEST PLANTATIONS  
IN ASIA.**







Gowerakelle, Idulgashinna, Kew, Theresia, Cicilton, Wewessa, Mahadowa and El-Teb.

It was as early as 1982 that we, Stassen Exports, gained recognition amongst industry giants, earning our place as the fifth largest exporter of quality tea from Sri Lanka. Six years later we earned distinction as the country's leading exporter, while in 1987, through Stassen Natural Foods, we established the world's first internationally certified organic tea garden, thereby becoming the first manufacturer of certified organic tea in the world. With an annual production of 200 tonnes, we are one of the largest organic tea producers in the world.





# The Art of Tasting

Tea tasting can be described as an art. Essentially it is an art of association that involves five main steps. First, is the examining of dry leaves, followed by the brewing of leaves at the appropriate time and temperature, next, observing the tea and smelling the tea, and finally, tasting the tea.

The leaves' characteristics are a good indicator of the quality of the liquor to be brewed and one of the initial steps is to ensure that the tea being brewed is of the right kind. While the leaves should be consistent with one another, the size must be measured as it will influence the quality of tea. Furthermore, the aroma of dried leaves affords a preview of the liquor's taste. Following these initial steps of ascertaining the quality and freshness, the tea is brewed. The temperature

of the water may be varied with the type of tea, however, the ratio of tea to water remains constant. The colour of the tea is an indication of whether the tea has been brewed correctly. And it is the brewed tea leaves that the Tasters inhale to identify the smell of tea. Aromatic compounds vaporise fast, releasing the smell, and the tea taster must inhale deeply and repeatedly to correctly identify the scents.

To taste the tea, the Taster does not drink it, but rather slurps it to aerate the tea and allow more aromas to come in contact with the olfactory region. This way the tea is not only tasted but its aroma inhaled as well to help correctly determine the body and flavour of the liquor.





**Stassen**

Mother nature brings us  
perfection, Stassen brings you...

**Blueberry**

**Ceylon  
Tea**

from the  
heart of  
Ceylon

**Stassen**

Mother nature brings us  
perfection, Stassen brings you...

**Tropical**

**Ceylon  
Tea**

from the  
heart of  
Ceylon

**CEYLON TEA**

25  
INDIVIDUALLY  
WRAPPED  
TEA BAGS





# OUR PRODUCTS





# BLACK TEA










Black tea makes up the majority of tea sold in the world and is popular for its rich colour and taste. The traditional robust brew is produced when tea leaves are subjected to the complete range of processing stages of withering, rolling, oxidation, desiccation and grading.




# Pure Ceylon Tea


Infuses the warm essence of an island flavour in each sip, and possesses a distinct quality and character that define this brew. Ceylon Tea has been established as the richest blend of tea owing to its flavour and unique aroma. The exquisite brew is a global favourite and a time-tested beverage of choice.




	STRING AND TAG TEA BAGS		PAPER ENVELOPED TEA BAGS		HEAT-SEALED, ENVELOPED TEA BAGS		LOOSE TEA BOTTLE		POT TEA BAGS
	PYRAMID TEA BAGS		LOOSE TEA TIN		HANDWOVEN BASKETS		LOOSE TEA CARTON		





 2g x 25  
 2g x 50  
 2g x 100


 2g x 20  
 2g x 25  
 2g x 100




 2g x 25  
 2g x 50  
 2g x 100


 2g x 100


 225g  
 500g  
 900g


 2g x 100


 25g x 100  
 25g x 300



## Premium Quality



2g x 25  
2g x 100



2g x 25  
2g x 50  
2g x 100



2g x 25  
2g x 100



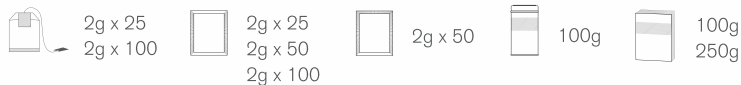
100g



100g  
250g

# English Breakfast

Characterised by its dark reddish-amber colour, English Breakfast is famed as a morning tea and can also be enjoyed during the afternoons, usually with milk. While some are tinged with a thick, malty flavour, others can be distinguished by a subtle yet dark raspberry savour.



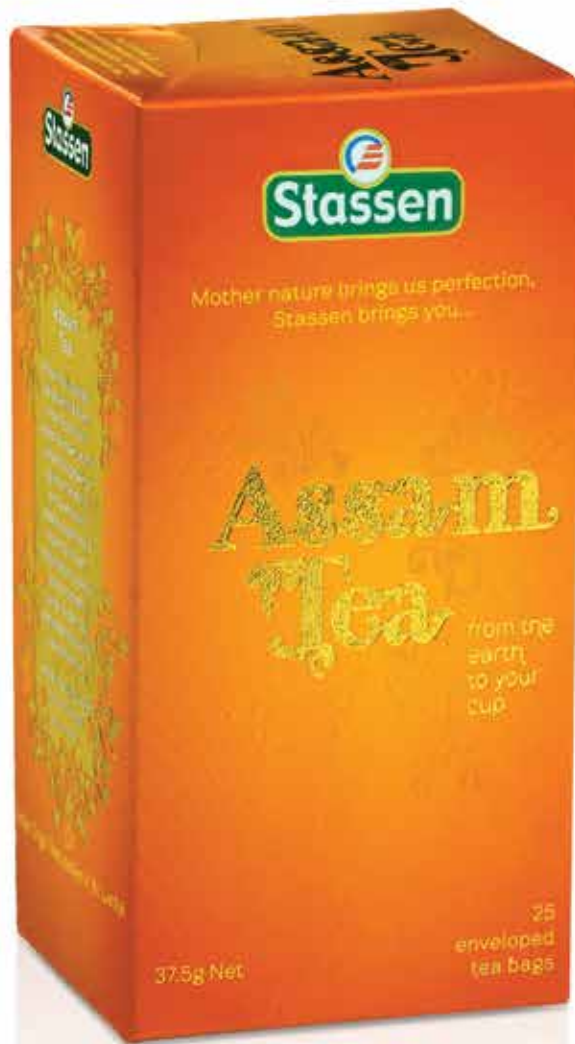




## Irish Breakfast

Irish Breakfast tea is a blend of several black teas. Because of its strength, it is commonly served with milk, but may also be enjoyed black or with sugar.





## Other Origin Tea

### Assam

The Assam tea blends are named after the Assam region, located in north-eastern India, where tea estates sprawl along a valley divided by the Brahmaputra River. The texture of the tea is rich and dense and the colour, a dark reddish-amber. The flavour of the tea can either be thick and malty or subtle with hints of dark raspberry jam. Assam tea, blends well with milk and imparts a strong flavour.



1.5g x 25






2g x 25



## Darjeeling

Named after the hill of Darjeeling, the tea grown in the foothills of the Himalayas are regarded as the 'champagne of teas'. The rich soil, misty climes, and changing patterns of sunlight in the highlands of India render a distinct quality to Darjeeling tea. A touch of a soft muscatel taste coupled with an alluring bouquet characterise this tea that is known for its exceptional quality and is best enjoyed without milk or sugar.

-  2g x 25
-  2g x 25
-  2g x 25







# FLAVOURED BLACK TEA

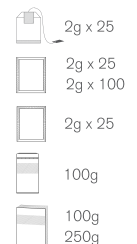
Flavoured varieties of the traditional black tea are now prevalent in the market and offer a refreshing experience to all tea aficionados.





## Earl Grey

Blended black teas merged with the aromatic oil of bergamot, extracted from the rind of the bergamot (a citrus fruit), imparts a unique flavour that can be indulged alone, with milk or even with desserts. Known as the most popular scented tea in the west, the tea can be easily recognised by the flowery yet pungent aroma and taste of bergamot.





## Pineapple

The refreshing concoction of pineapple lends to a powerful flavour and aroma in traditional black tea that is sure to be a lingering one. The vitamin C content in the fruit is an additional benefit of the beverage.



1.5g x 25



1.5g x 25



1.5g x 25

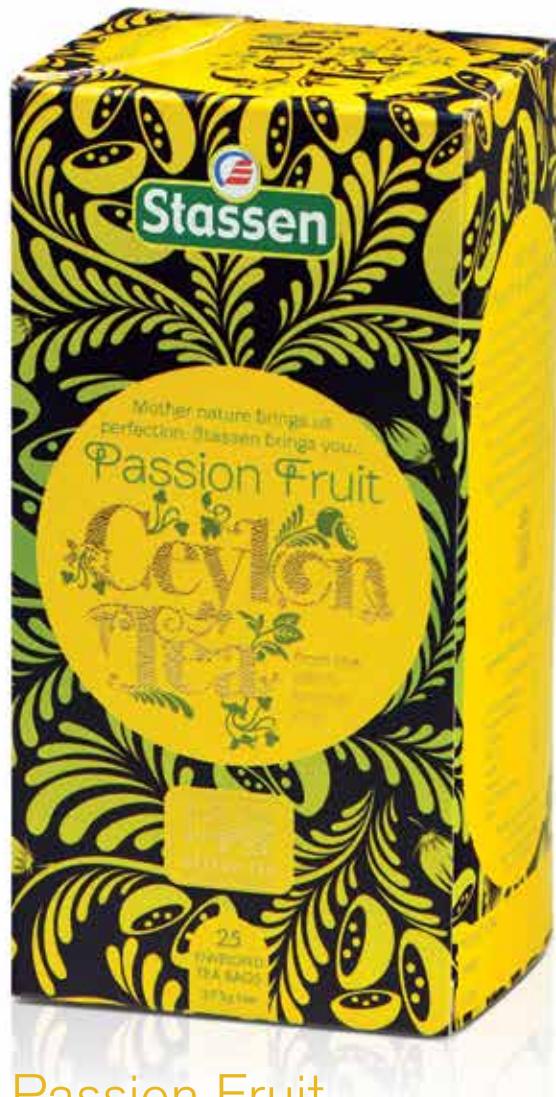


## Mango

Mango tea adds a touch of succulence to the rich flavour of black tea, making the beverage a truly memorable one.







## Passion Fruit

With its sweet tropical flavour, passion fruit gives a distinct fruity tinge to the dominant notes of black tea.



1.5g x 25



1.5g x 25



1.5g x 25



## Cardamom

Cardamom is known for its unique aroma and health promoting benefits. Stassen single origin ceylon black tea flavoured with cardamom is well known for its colour, taste and unique aroma.



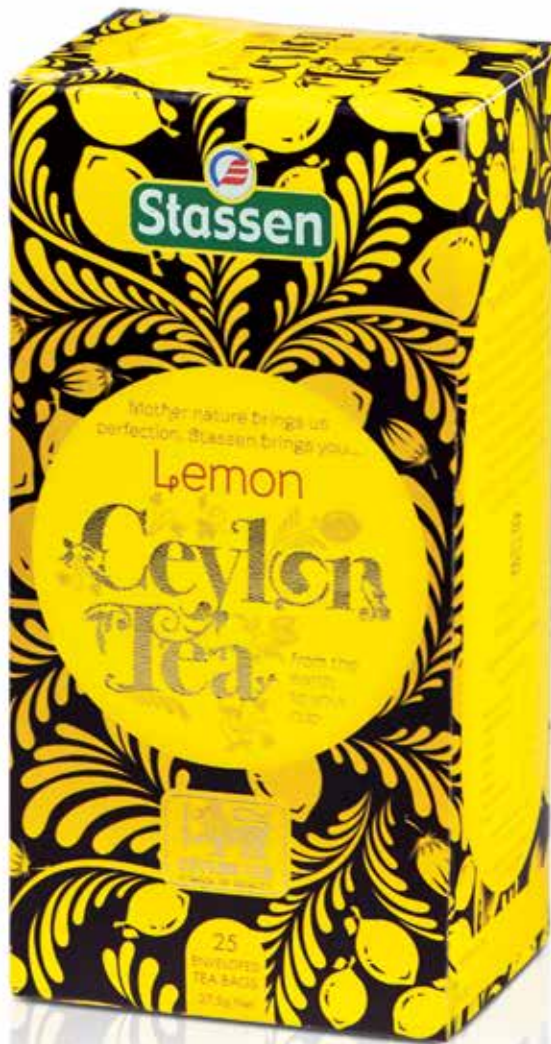
1.5g x 25



1.5g x 25



1.5g x 25



## Lemon

A lemon peel accent in a blend that is light, smooth and refreshing. This tea, which can be served hot and as iced tea, is a perfect brew for all seasons.



1.5g x 25



1.5g x 25



1.5g x 25





## Apple

Enriched with the natural antioxidant properties of apple alongside the flavonoids found in black tea, this variety of flavoured tea is an appealing treat to any health – conscious aficionado.



1.5g x 25



1.5g x 25



1.5g x 25



## Orange

The sweet and tangy harmony of citrus adds a delightful touch to a cup of black tea, rich in aroma and with playful spirit.



1.5g x 25



1.5g x 25



1.5g x 25



## Peach

The sweet undertone of peach is a powerful blend to any cup of tea and comes through as a celebration of the senses.



1.5g x 25



1.5g x 25



1.5g x 25





## Strawberry

The exotic mix of strawberry is known to offer many health benefits including the reduced risk of cardiovascular disease. The high content of vitamin C and folic acid make a truly beneficial beverage.



1.5g x 25



1.5g x 25



1.5g x 25



## Cherry

Cherry tea is a delicate taste with a hint of fruity sweetness infused to the cup of black tea. The essentially unique flavour is a great addition to the standard brew.



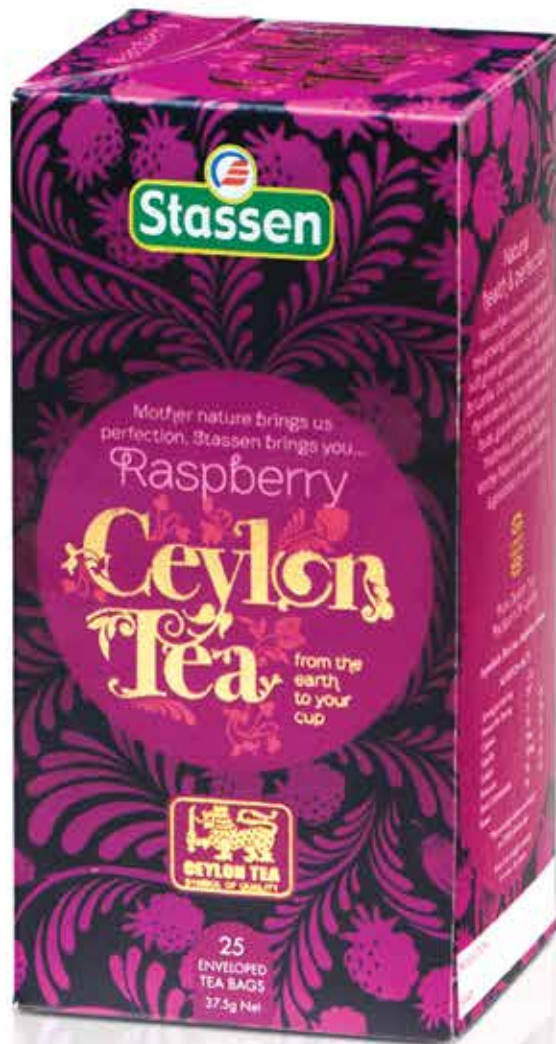
1.5g x 25



1.5g x 25



1.5g x 25



## Raspberry

The fusion of raspberry provides an explosion of the senses, elevating a cup of rich black tea to a memorable experience of refreshing goodness. The high vitamin C content in the fruit is shown to be beneficial for growth and repair of cells in the body.



1.5g x 25

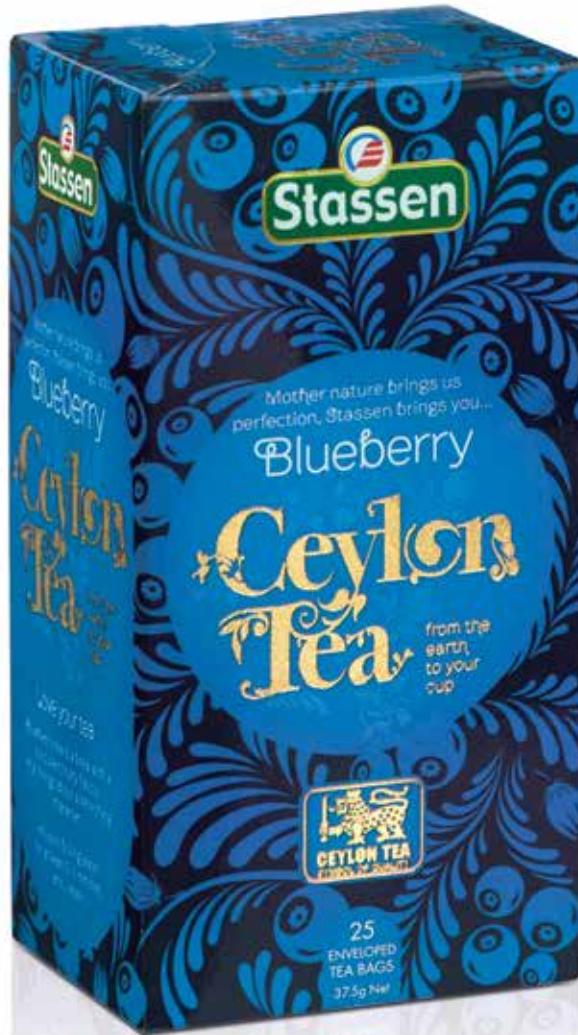


1.5g x 25



1.5g x 25





## Blueberry

Blueberry tea is believed to possess health benefits that include improved immunity and protection against liver diseases. Its succulent flavour is an added benefit to this healthy choice of beverage.



1.5g x 25



1.5g x 25



1.5g x 25



## Tropical

Black tea presented in five eclectic tropical flavours namely, spice, passion fruit, mango, pineapple and orange. Each rejuvenating brew pleasantly engulfs the taste buds.







1.5g x 25

1.5g x 25



## Cinnamon

The renowned spice of the island is in harmony with its most famed brew. The delicate flavour and scent of an age-old spice make this a soothing drink.

-  1.5g x 25
-  1.5g x 25
-  1.5g x 50
-  1.5g x 25





## Chai Spice Tea

Combines strong black tea with freshly ground spices such as cinnamon, cardamom, ginger, cloves, nutmeg and pepper. A preferred choice during the winter season, this 'winter tea' is a staple in India. Chai means tea in Hindi and one can add milk and sweeteners to soften this strong blend.



2g x 25



2g x 25



2g x 25



## Ginger Tea

Infused with the spicy zest of ginger for a refreshing drink that exudes a soothing aroma. An enjoyable brew during cold weather, it is a concoction that combines the goodness of tea with the benefits of ginger to produce a wholesome and refreshing blend.



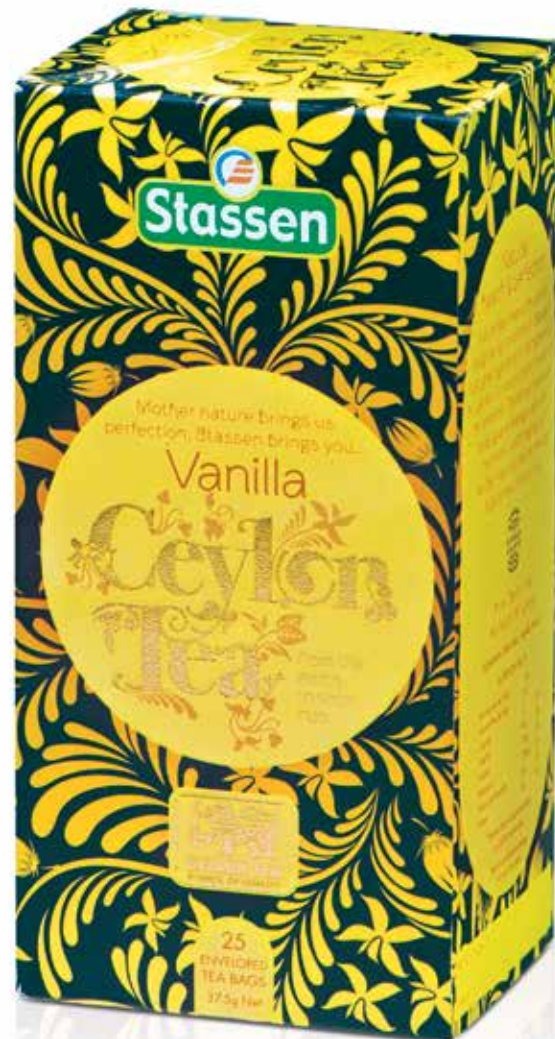
1.5g x 25



1.5g x 25



1.5g x 25



## Vanilla

The subtle essence of fragrant vanilla strikes a perfect balance with the rejuvenating black tea to produce a pleasing brew.



1.5g x 25

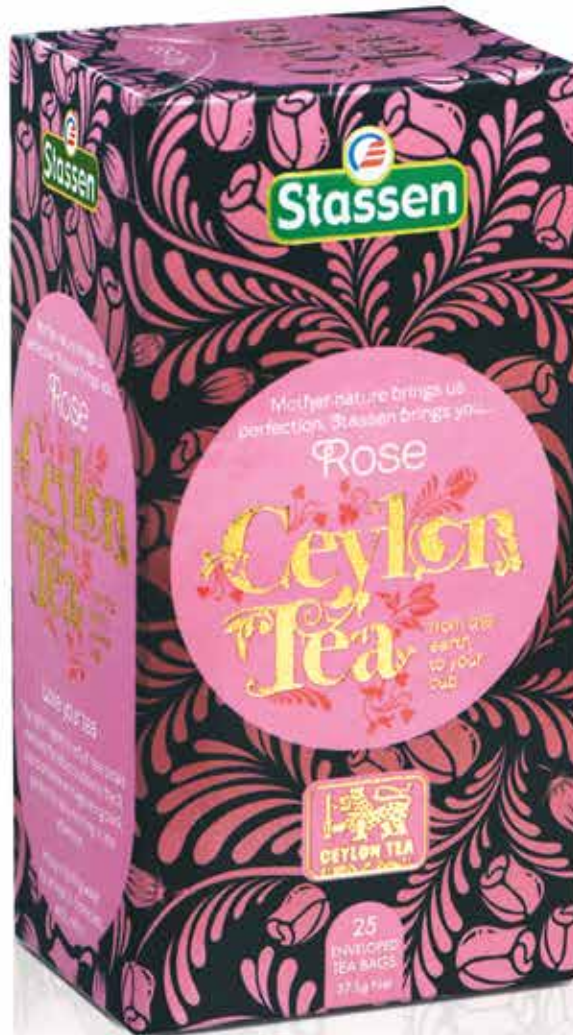


1.5g x 25



1.5g x 25





## Rose Flavour

The light fragrant touch of rose petals mellows the robust, traditional black tea to produce an invigorating drink perfect for early morning or late afternoon.



1.5g x 25



1.5g x 25



1.5g x 25



## Mint

An invigorating blend of peppermint and spearmint that refreshes and cools the mind and body. It is known for its medicinal properties in aiding to relieve indigestion, nausea due to motion sickness, headaches and tension.



1.5g x 25



1.5g x 25



1.5g x 25



## Thyme

Thyme is an aromatic herb with a pungent taste that provides health benefits such as reinforcing the immune system to combat against different types of bacteria, fungi and viruses.







## Forest Fruit

Aroma of forest fruits gives a summertime feeling when you are enjoying this wonderful creation of fruit flavour with black tea.



1.5g x 25



1.5g x 25



1.5g x 25



## Lavender Earl Grey

Enchanting lavender perfectly compliments the floral aromas and citrus notes of Earl Grey. For one, their sweet, floral fragrance is notably soothing, invoking relaxation.



1.5g x 25



1.5g x 25



1.5g x 25









# GREEN TEA

Green tea is produced by first heating fresh green leaves to prevent oxidation, and subsequently rolled and dried. The smaller and more tightly rolled, the more robust the flavour of the tea. It is steadily gaining popularity for its properties that impart a variety of health benefits. While Stassen pioneered the first commercially viable green tea production in Sri Lanka, Green tea is processed either through the traditional Chinese method of panning or traditional Japanese method of steaming.

# Pure Ceylon Green Tea

Characterised by its rich concentration of antioxidants and polyphenols, green tea is known to be highly beneficial for healthy living. The fragrance and delicate taste of green tea is a delightful brew. Possesses many therapeutic values such as aiding in digestion, lowering cholesterol and preventing cancer.



1.5g x 25 | 1.5g x 100



1.5g x 20 | 2g x 25 | 1.5g x 50 | 1.5g x 100



## Pure Ceylon Green Tea (Big Leaf)





## Lemon Green Tea

A refreshing variation of the orthodox cup of green tea, the twist of lemon is a welcome addition, offering a tinge of citrus to its plethora of established health benefits.

	1.5g x 25
	1.5g x 100
	1.5g x 25

# Jasmine Green Tea

The aromatic addition of pleasantly scented jasmine enhances the invigorating experience of green tea. Another Stassen bestseller the world over, the tea is in keeping with healthy living. The aroma of jasmine is known to relieve tension and promote relaxation.



1.5g x 25  
1.5g x 100



1.5g x 20  
1.5g x 25  
1.5g x 50  
1.5g x 100

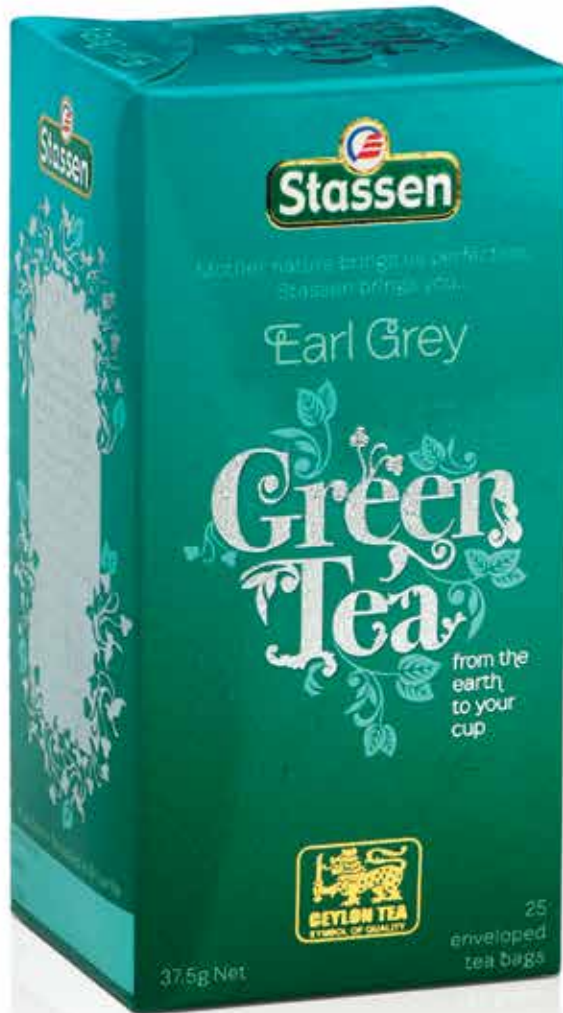


100g



100g  
250g





## Earl Grey Green Tea

Characterised by its distinctive flavour and aroma, Earl Grey Green tea is a blend of tea with bergamot flavour. The beverage is complete with all the health benefits of green tea in addition to the rich aroma of Earl Grey.



## Mint Green Tea

The cooling effect of mint on the taste buds imparted by mint leaves is a fine addition to the delicate flavour of green tea.









# ORGANIC TEA

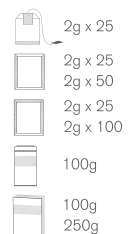
Organically grown tea is devoid of any chemicals that might be harmful. Classified as Uva High at an elevation of 1800m, the Idulgashinna estate is watered by the north-east monsoonal rains. The estate produces Uva seasonal teas during the period from July to September. Light, both in colour and strength, these teas have a characteristic aroma and taste. Organic tea grown at Idulgashinna is certified by international certification bodies as '100% CERTIFIED ORGANIC'. Organic tea is mostly consumed in Europe, Japan and the USA. Currently there is a growing demand for organic tea in other parts of the world as well.





## Organic Black Tea

Identified by what is considered to be the richest flavour known to tea, organic black tea is a favourite the world over. Devoid of any chemicals and harmful toxins, a cup of black tea is an indulgent experience with every sip.



# Organic Black Tea (Handwoven baskets)

The rich flavour of wholesome organic black tea in an aesthetically pleasing presentation ideal for special occasions.



2g x 25



2g x 25



100g  
250g



# Organic Green Tea

Organic Green Tea is the height of healthy living, grown naturally without harmful chemicals. Organic green tea possesses the highest concentration of antioxidants /polyphenols and aids in digestion, lowering cholesterol and preventing cancer.





## Organic Darjeeling Tea

Originating from the district with the same name in West Bengal, India, Darjeeling yields a thin-bodied blend with a floral aroma. Grown organically, a cup of organic Darjeeling tea is a delight for the taste buds.

□ 2g x 25  
□ 2g x 100



## Organic Assam Tea

The organic derivative of tea plants native to Assam, the distinctive blend of black tea is popularly consumed as a breakfast tea.



2g x 25



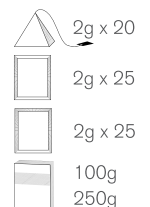
2g x 25





## Organic Earl Grey Tea

Grown according to the most stringent quality standards, certified organic Earl Grey tea comprises of organic tea, and is distinctively flavoured with natural liquid bergamot flavour. Organic Earl Grey is a premium blend of tea reserved for the discerning few.





## Organic Jasmine

Organic Jasmine tea creates an ideal combination, offering a pleasant and soothing taste, while aiding healthy living.



2g x 25

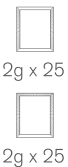


2g x 25



## Organic Chai Spice Tea

Grown organically, the organic chai spice tea is an explosion of invigorating flavours, guaranteed to bring a spicy twist to any day. The variation of blend derived from Indian tradition is an exquisite touch to the palate and can be had with milk.



2g x 25



# Organic Designer Tea – Blue Nettle

An exclusive product meticulously handmade and aptly packaged in handwoven baskets to yield a truly exceptional creation.



 50g  
 100g











# HERBAL INFUSIONS

In addition to being the world's favourite beverage for its taste and flavour, tea also acts as a positive catalyst for healthy living. There is growing demand as health-conscious consumers are today looking for more health-oriented beverages. Combining tea with herbal ingredients has been a popular tradition in many Asian cultures and is shown to possess a wide variety of health benefits.

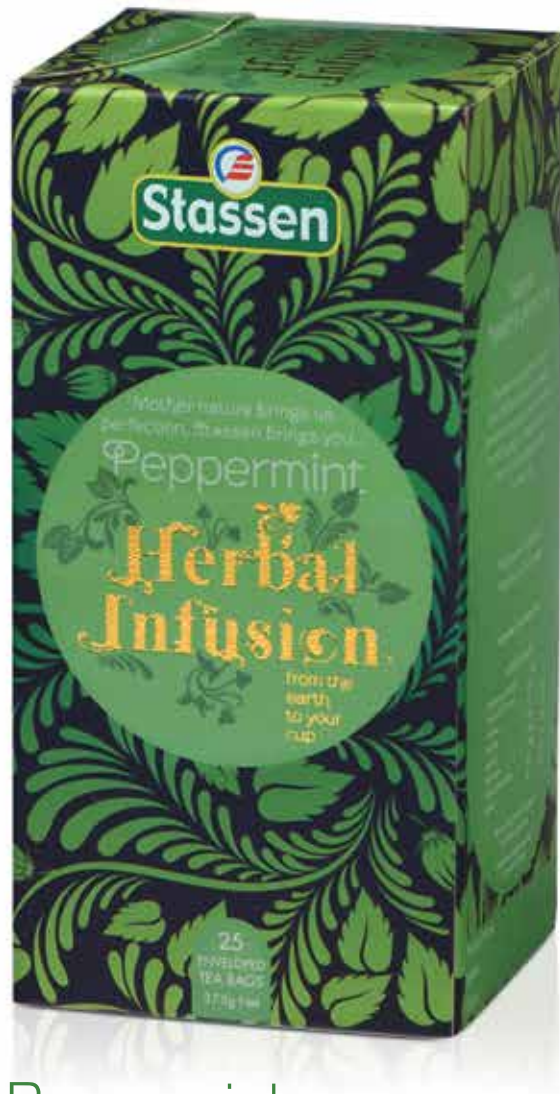




## Chamomile

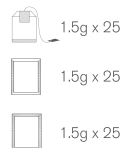
Chamomile is a flower of the daisy family and is native to Europe and Western Asia. As a tea brew it gives an aroma and taste that is light and similar to that of sweet honey. Chamomile tea is well known throughout the world for its therapeutic qualities.



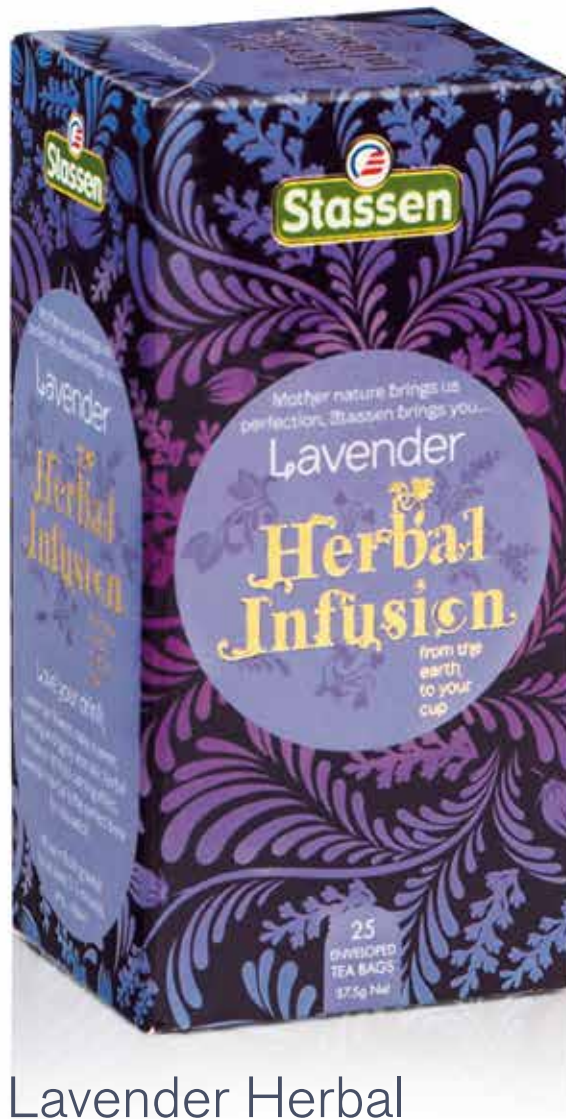


## Peppermint

Peppermint is believed to have origins in ancient Rome, Egypt and England and is today grown predominantly in USA, France, Brazil, Russia and India. Made from dried peppermint leaves, the tea brews a minty, refreshing drink that can be enjoyed both hot and cold. The tea is flavoured for its refreshingly light aroma, as well as its natural, caffeine-free taste.







## Lavender Herbal

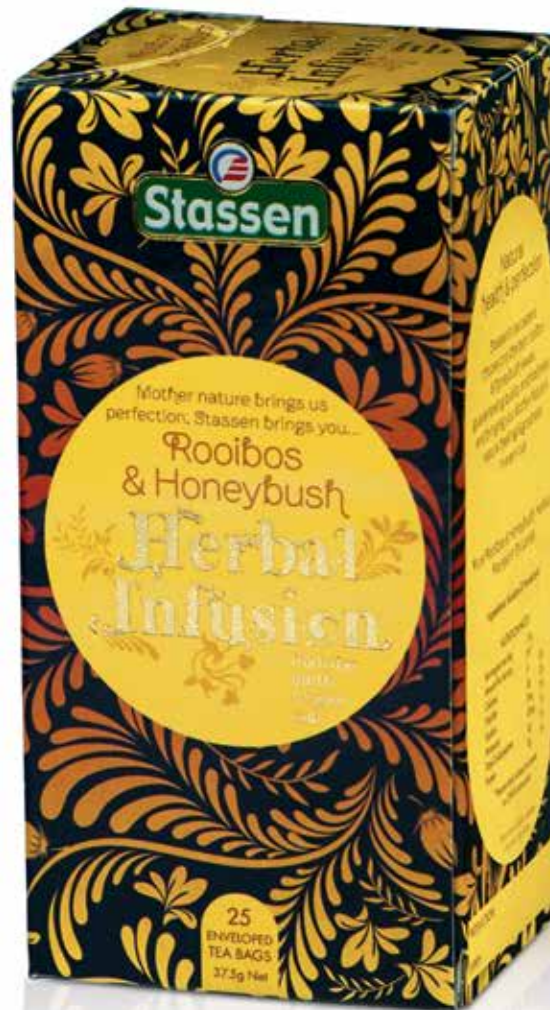
Lavender flowers make a sweet, soothing and highly aromatic herbal infusion. Lavender Herbal tea is a perfect brew for relaxation and promises a good night's sleep, owing to its calming effects.



1.5g x 25



1.5g x 25



## Rooibos & Honeybush

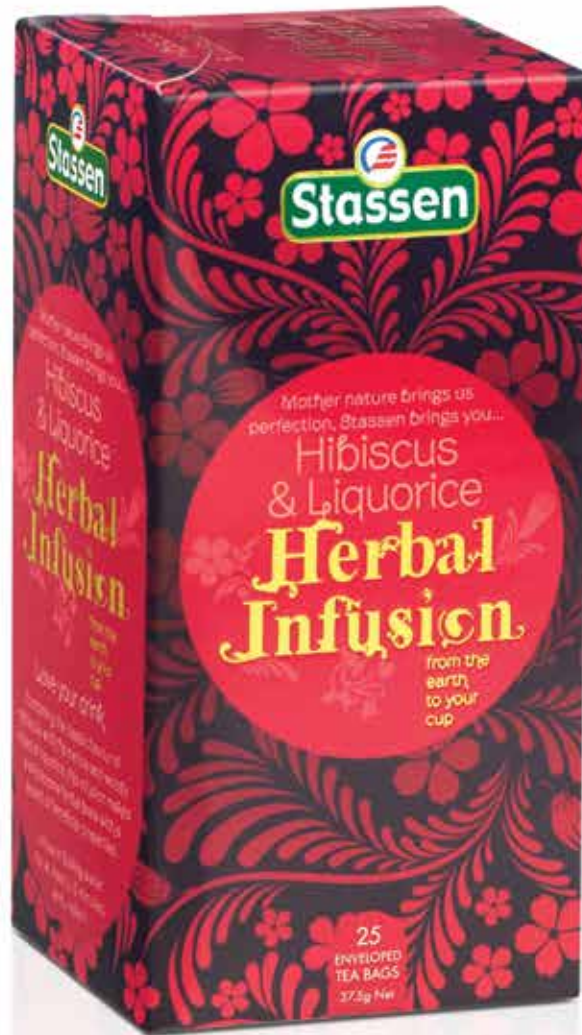
Rooibos and Honeybush Herbal has a distinctive deep red infusion, a taste that is naturally sweet and slightly nutty and embodies many health benefits. This unique red infusion has become a popular brew all over the world.



1.5g x 25

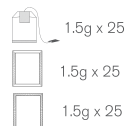


1.5g x 25



## Hibiscus & Liquorice

While Hibiscus is mainly produced in Egypt, Sudan, Mexico, Thailand and China, Liquorice which is native to southern Europe, Asia, and the Mediterranean is cultivated in several countries including Spain, France, Italy, Greece, Turkey, Iran, Iraq and China. Combining the classic flavour of Hibiscus with the mellow and woody notes of liquorice, this tea makes a wholesome herbal brew with a wealth of beneficial properties.

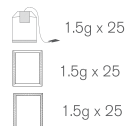


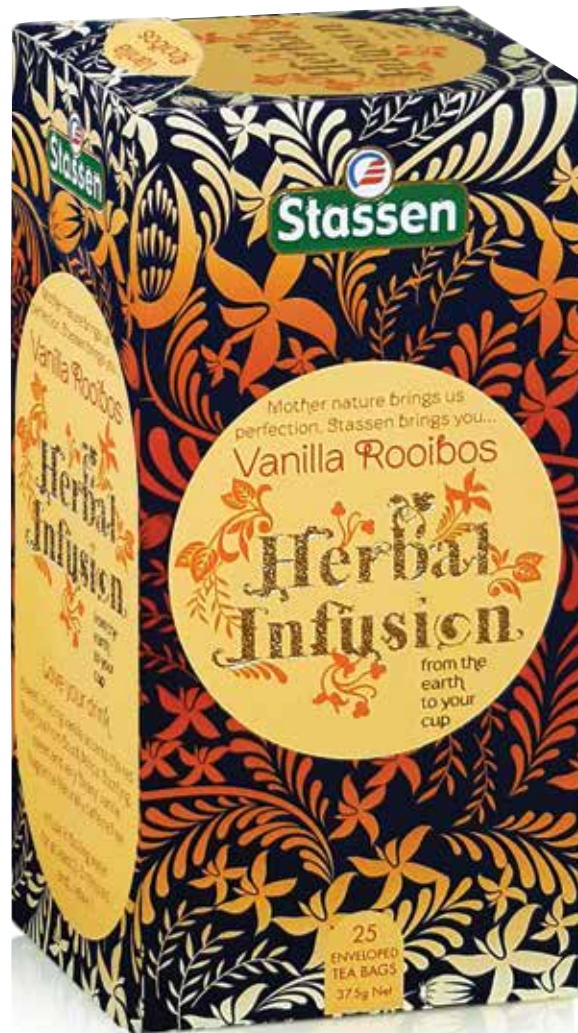




## Comfort Herbal

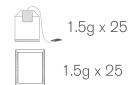
Combining the classic flavours of Peppermint, Lemongrass and Liquorice, this infusion makes a wholesome brew with a wealth of beneficial properties.





## Vanilla Rooibos

Sweet, inviting Vanilla accents, this red bush tea is soothing and sweet. Offering a very 'beany' vanilla fragrance, which is naturally caffeine free.









**Stassen**

Mother nature brings us perfection.  
Stassen brings you....

Earl Grey

**Ceylon  
Tea**

from the  
earth  
to your  
cup



The logo for Stassen Premium Selection is centered on the page. It features the brand name in a large, bold, orange sans-serif font. The word 'STASSEN' is on the top line, 'PREMIUM' is on the second line, and 'SELECTION' is on the third line. The text is surrounded by intricate, stylized orange floral and leaf motifs that appear to be growing around the letters. The background of the entire page is a repeating pattern of light yellow-green stylized leaves and swirls.

# STASSEN PREMIUM SELECTION

The finest tea of superior quality and character is chosen through a meticulous selection process, and is packaged in specially designed packs, for discerning clients who recognise the nuances of excellence in tea.





## Stassen Caddies

Make every occasion special with our new premium range teas. Stassen Caddies range is especially crafted to preserve the freshness of tea and to cherish every cup.







# READY TO DRINK

In keeping with the times, Stassen ready to drink tea is a convenient variation that maintains the authenticity of the age-old beverage and complements it with fruity hints. Ready to drink tea is produced in a state-of-the-art, ISO 9001:2008 certified production facility.





## Lemon

Pre-brewed tea with a hint of lemon is the perfect thirst quencher. The zesty twist of citrus offers a refreshing sensation for the taste buds.



## Peach

Peach flavoured tea is the refreshing choice for any warm day. Combining the delicate taste of finely brewed tea with the fruity notes of peach results in a fine beverage guaranteed to be thoroughly enjoyable.







301



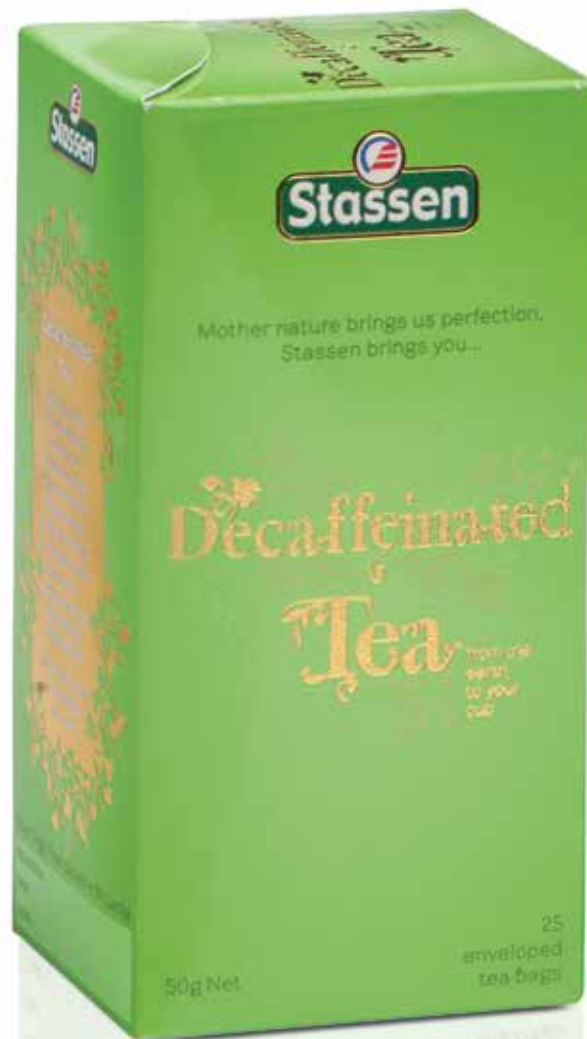




# DECAFFEINATED TEA

Decaffeinated tea offers the chance to indulge in your favourite cup of tea without the stimulant effects of caffeine, resulting in the ability to consume more tea with no fear of developing tolerance and other issues related to caffeine.





## Decaffeinated Tea

Relax and indulge with our soothing, decaffeinated tea. Decaffeinated tea gives you all the flavour and enjoyment you expect from a traditional cup of tea, but spares you the caffeine content.



2g x 25









The title 'FAIRTRADE CERTIFIED TEA' is written in a bold, orange, sans-serif font. The text is decorated with several stylized orange floral and leaf motifs. One leaf is positioned above the 'F', another above the 'A', a third above the 'R'. To the right of 'TRADE', there is a decorative swirl. Below 'CERTIFIED', there is a horizontal line with a leaf in the center, and another decorative swirl to the right. The background of the entire page is a repeating pattern of light purple floral and leaf motifs.

# FAIRTRADE CERTIFIED TEA

Our Fairtrade Certified tea gives you an opportunity to improve the social, economic and environmental wellbeing of the employees in the tea industry, and to grow with our CSR initiatives.

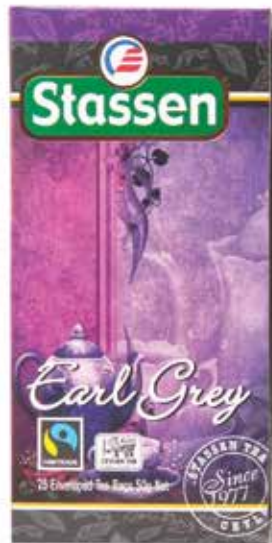


# Fairtrade Certified Tea

The FAIRTRADE Certification Mark is one of the most widely recognized ethical marks globally. It represents a message of impact and the empowerment of producers. Stassen Natural Foods (Pvt) Ltd (Idulgashinna Bio Tea Garden) is Fairtrade certified by FLO-CERT GmbH. All organic tea produced by the Idulgashinna Bio Tea Garden, namely black tea, green tea, flavoured tea, and designer tea are Fairtrade certified.



2g x 25



2g x 25



2g x 25



1.5g x 25













# SINGLE GARDEN TEA





STASSEN SINGLE GARDEN TEAS STAND FOR PURITY OF SOURCE, QUALITY AND ACCOUNTABILITY. STASSEN SINGLE GARDEN TEAS ARE GROWN AT FOUR DIFFERENT PLANTATIONS: KIRKOSWALD, IDULGASHINNA, PETTIAGALLA AND GOWERAKELLE. THESE PRESTIGIOUS NAMES POSSESS HIGH REGARD AND RENOWN FOR SUPERIOR QUALITY TEAS.

### **KIRKOSWALD SINGLE GARDEN TEA**

Named after founding partners Kirk and Oswald, the estate was one of the first plantations to substitute coffee with tea. Classified as Western High at an elevation of 1280m, the estate is found within the Dimbulla/Bogawantalawa region of the Nuwara Eliya District in the

Central Province. Kirkoswald holds pride of place as one of the most famous names in Ceylon Tea.

Located at the upper range of high grown elevations, the plantation is sheltered from harsh monsoon winds





 2.5g x 15

and produces primarily black teas of bright liquors and infusions. The large well-defined leaves produce medium-strength tea that bears a distinct flowery aroma. Tea produced amidst the crisp and balmy dry season yields a bright flavoursome tea fit for a cup without milk and sugar. What's more, Kirkoswald has earned repute for gaining the highest prices for liquoring pekoes and flowery broken orange pekoes.

At present the Kirkoswald estate is in the process of producing Oolong Tea among other specialty teas such as Silver Tips and Golden Tips.

A testament of its superior quality and commitment to excellence, Kirkoswald has attained the ISO 9001:2008 and ISO 22,000:2005 certifications, and is HACCP certified in compliance with global standards.



## IDULGASHINNA

Stassen Natural Foods (Pvt) Ltd is the pioneer producer of certified Organic Tea worldwide, and the tradition of certified organic cultivation continues today at the Idulgashinna Bio Tea Garden, which produces the best quality Organic Black Tea, Organic Green Tea, and Handmade Organic Designer Tea varieties. Classified as Uva High at an elevation of 1800m, the estate is found within Haputale in the Uva Province. The green and black teas harvested from the upper ranges possess a sharp and refreshing taste.







## PETTIAGALLA

Classified as Uva Medium at an elevation of 800m, the estate is located in Balangoda of the Ratnapura District in the Sabaragamuwa Province. The estate is known to produce black tea marked with an exceptionally fruity flavour that has drawn comparison with jam. The tea makes a complementary brew with cakes and scones, and is best taken plain or with a slice of lemon. Pettiagalla tea has won many awards internationally.









## GOWERAKELLE

The estate at an elevation of 1,280m is classified as Uva High in Demodara of the Badulla District in the Uva Province. Gowerakelle estate is home to a state-of-the-art green tea processing factory that produces crystal-clear liquor. The brew bears a hue that can vary from orange-green to pale pink and during the monsoon season infuses a lingering rush of flavour.





# GIFT PACKS

Indulge yourself with our Stassen Gift Collection to treasure every moment with every cup.

  
**Stassen**





English Breakfast

Nett: 100g

Dimbula Tea

Nett: 100g

  
**Stassen**



## Gift Packs

The Stassen range of gift packs is a selected collection of tea presented elegantly to make ideal gifts and for use on special occasions. We also afford our global corporate clients the opportunity to create their own private label gift packs.











# LOOSE TEA









# BLACK TEA

Black tea is a more oxidised blend of tea that is recognized to have a stronger flavour than other less oxidised varieties. Black tea accounts for a majority of tea sold worldwide and is known for retaining its flavour for longer periods of time.





#### 1. OP1

Well-twisted, wiry and long delicate leaves brew a more refined cup of tea



#### 2. OP

Consists of long, wiry leaves without tips; a delicate blend where taste varies according to district



#### 3. OPA

Long leaves, which are lightly twisted and are almost open



#### 4. PEKOE

Curly and shotty in appearance, gives a light cup with delicate taste



#### 5. BOP1

Well-twisted, curly large leaf, generally sourced from the low country, yields tea with a mild, malty taste



#### 6. FBOP

Longer particles than average that have a well-twisted appearance, which gives a mellow, flavoured cup



#### 7. FBOPF

The finest broken orange pekoe with a higher proportion of tips. Yields a semi-leaf tippy tea with a full-bodied sweet brew



#### 8. BOP

Well-twisted curly leaf, known to bring out a good balance of taste and strength



#### 9. BOPF

Smaller than BOP, gives a darker and stronger liquor



#### 10. DUST1

Small, grainy leaf that brings out optimum strength and body which is ideal for commercial brewing



#### 11. BP1

A top grade broken tea, contains the largest-sized particles giving a full-bodied bright tea



#### 12. PF1

Small-sized, grainy particles which give a strong tasting tea that is ideal for tea bags











# GREEN TEA

Green tea is a virtually unoxidised variation of tea that is quickly gaining popularity owing to its beneficial properties with regard to health and well-being. The high concentration of antioxidants/polyphenols are shown to improve metabolism and reduce fat absorption thereby paving the way for better weight management and improve cardiovascular function.





**1. CM1**

Slightly leafier, this flavoursome green tea possesses a slightly sharp taste and brews a peach-coloured cup



**2. CM1 Spl**

A special grade of CM1 that is leafier and comprises of long, well-twisted leaves



**3. CM3**

A grade which has an open and flaky leaf



**4. GP1**

Medium pellets that impart a shiny appearance. Brews a yellow-green liquor with a roasted and slightly sweet taste



**5. GP Spl**

A special grade of Gun Powder tea consisting of small pellets with a shiny appearance



**6. SM**

A full-bodied green tea with a sweet, mellow flavour









# ORGANIC TEA

Organic tea is cultivated without the use of synthesised chemicals, and pesticide residues in these teas are below detectable levels. Idulgashinna organic teas have seasonal and regional characters. There is a growing demand for organically grown tea the world over and is predominantly consumed in Europe, Japan, the USA and Australia.





# ORGANIC BLACK TEA



## 1. OP1

Long, wiry leaf that is twisted well; yields a very refined taste



## 2. OP

Long, wiry leaf that is twisted; produces a mild tasting copper red infusion



## 3. OPA

Slightly open leaf producing a rich and smooth liquor with a distinct taste



## 4. PEKOE

Roundish and shotty in appearance, gives a subtle flavour



## 5. BOP1

Well-twisted, curly leaf, produces a robust flavour



## 6. FBOP

Long and well-twisted semi-leaf tea that produces a mellow cup



## 7. BOP

Well-twisted, curly leaf with a balanced flavour



## 8. BOPF

Small leaf produces a stronger taste



## 9. DUST1

Small, grainy leaf; produces a robust flavour

## ORGANIC FLAVOURED TEA



### 1. EARL GREY TEA

A variation of black tea, flavoured with natural Bergamot flavour



### 2. MINT TEA

A popular tea blend known to be a refreshing beverage with many health benefits



### 3. VANILLA TEA

Vanilla tea is known to have a comforting flavour with soothing effects and an indulgent taste



### 4. CARAMEL TEA

Infused with the sweetness of caramel, produces a brew with rich undertones

## ORGANIC GREEN TEA



### 1. OP1

Very slightly oxidised, wiry leaf; produces a yellow liquor with a smooth, fruity flavour



### 2. OP

A wiry leaf without tips produces a smooth, light brew



### 3. BOP1

Wiry and small leaf yields a more pronounced flavour



### 4. BOPF

Small leaf brews a yellow liquor with a stronger taste

# ORGANIC DESIGNER TEA

Stassen is the only producer of an exclusive line of organic and non-organic Designer Tea in Sri Lanka. Popularly consumed in the USA, Europe, Japan and the UK, these teas are meticulously handmade for special presentations when brewed. Designer Tea is selectively harvested from vegetatively propagated and seedling tea plants imparting characteristic flavours.



## 1. DIVINE TEA

Attractive, ball-shaped tea bundle with delicate silver tips and slightly visible flower. The liquor becomes thicker and its reddish shade deepens as time passes, and it imparts a flowery aroma



## 2. MUSHROOM TEA

Ball-shaped bundle with the distinctive stripes of silver tips. The liquor thickens and its characteristic tippy tea aroma improves with the passing of time



## 3. BLINK BONNIE

Has a needle-shaped appearance with a silver line and an overall black shade. The pale yellow liquor emanates a mild tea aroma with a caramel flavour



## 4. BLUE NETTLE TEA

Hand-twisted buds with a black shade and silver line. The pale yellow liquor gives a mild tea aroma and yields a semi-fermented flavour



## 5. NIGHTINGALE

Black-hued bundles resembling black bean seeds, tied in a manner that shows the bud. The pale yellow liquor imparts a mild aroma and bestows a taste characteristic of tippy teas



## 6. WHITE TEA (BIG LEAF)

The fresh leaf is plucked early morning before the sun shines over the tea bush. The leaf is then dried and cooled twice under varying conditions, giving it a yellowish green, leafy and delicate appearance. The light yellow liquor yields a mild vegetable aroma





#### **7. WHITE TEA BOPF**

The light yellow liquor yields a mild vegetable aroma. This tea is available for export in tea bags, tea packets or bulk



#### **8. EAGLE NEST**

Leaves and buds are hand-rolled, and it is the golden buds with a black shade that are carefully selected. The bright reddish-orange liquor imparts the distinct aroma of tippy teas



#### **9. GOLDEN TIDE**

Curly and golden, with shades of black, this tea yields a bright reddish-orange brew and imparts the aroma and flavour characteristic of tippy teas



#### **10. SILVER TIPS**

Fresh buds are harvested from highly suitable special cultivars. The leaves are withered under natural conditions till completely dry and have the appearance of long, silver tips. The pale yellow liquor yields a mild, fresh aroma



#### **11. GOLDEN PEKOE**

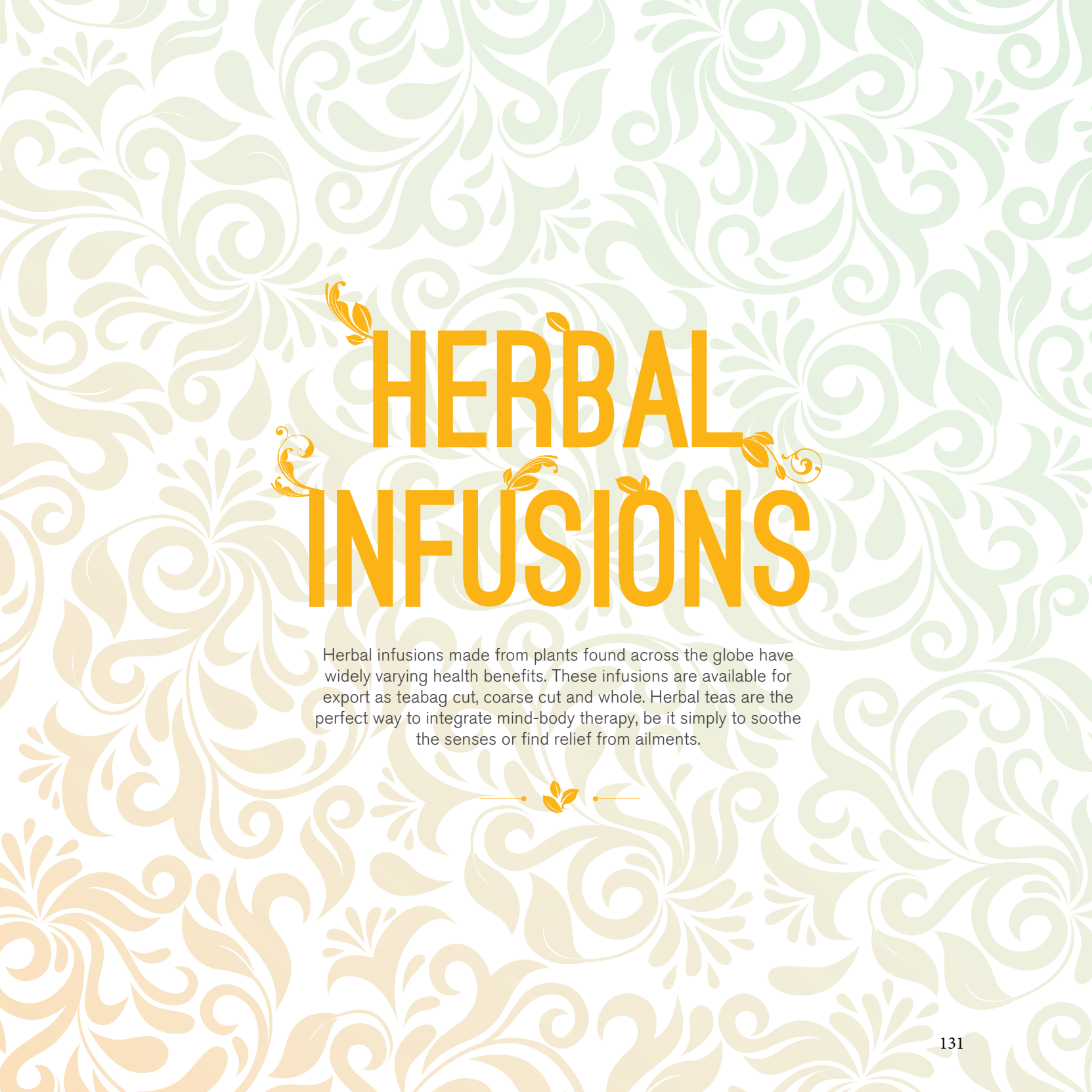
Buds that are curly and which take on a shade of gold are selected after the hand-rolling, bundling and firing. The bright reddish-orange liquor produces the delicate tea aroma of tippy teas



#### **12. VELVET**

Takes a snail-like shape with an appealing silver appearance, and produces a pale yellow liquor that yields a mild flowery note





# HERBAL INFUSIONS

Herbal infusions made from plants found across the globe have widely varying health benefits. These infusions are available for export as teabag cut, coarse cut and whole. Herbal teas are the perfect way to integrate mind-body therapy, be it simply to soothe the senses or find relief from ailments.







### 1. CHAMOMILE FLOWERS

Retaining therapeutic benefits of Chamomile flower extracts, this tea produces a light, sweet honey-like taste and aroma



### 2. PEPPERMINT LEAVES (C/C)

The refreshing taste and aroma of peppermint makes for an invigorating and soothing beverage



### 3. HIBISCUS (C/C)

Rich in vitamin C, the liquor takes a rosy, deep crimson appearance and imparts a fresh, sharp citrus flavour



### 4. ROSE HIPS (C/C)

Derived from the 'hips' or fruits of the rose flower, this floral, citrusy beverage is known to possess many health benefits



### 5. RED ROSE PETALS

A greatly beneficial blend complete with medicinal properties, fragrant aroma and a rich taste of roses



### 6. LEMON GRASS (C/C)

Popular for its refreshing taste and citrus zest, the brew is believed to aid digestion, alleviate high blood pressure and nervous disorders



### 7. LEMON PEEL (C/C)

With a refreshing and invigorating taste and citrusy aroma, it is also known to calm nerves and have a soothing effect



### 8. ORANGE PEEL (C/C)

An aromatic and delicious drink with a strong touch of citrus. The high content of vitamin C makes for a healthy and refreshing choice



### 9. DANDELION (TBC)

A mix of leaf and root, the leaf tastes slightly bitter while the root when roasted can taste like chicory



### 10. GINSENG ROOT (C/C)

An invigorating beverage, long-recognised as a highly potent natural remedy for many ailments



### 11. ROOIBOS GREEN

Produced from unoxidised leaves, the resulting brew is lighter bodied than it's Red counterpart with a natural sweetness and fruit notes



### 12. ROOIBOS RED

Also known as Red Tea, it is naturally caffeine free, low in tannin and rich in active antioxidants

TBC: TEA BAG CUT | C/C: COARSE CUT



### 13. CORNFLOWER PETALS

Cornflower petals produce a subtle-tasting brew, and are known to possess astringent and anti-inflammatory properties



### 14. MARIGOLD PETALS

Produces a bright liquor and possesses excellent anti-bacterial properties with beneficial effects for respiratory disorders



### 15. GINGER (C/C)

A brew with a distinct astringent flavour offers relief from many ailments and assists in general well-being



### 16. JASMINE BUD

In addition to being an enticingly aromatic and refreshing beverage, Jasmine Bud tea also has potent, soothing properties known to relieve tension



### 17. STRAWBERRY (C/C)

Merging the distinct fruity flavour with its characteristic aroma, the tea makes an indulgent and tasteful beverage



### 18. RASPBERRY (C/C)

The rich taste of raspberry yields an invigorating and tasteful blend rich with vitamins and antioxidants



### 19. BERRY LEAVES (C/C)

A healthful beverage rich in vitamins, imparts a slightly grassy or toasted flavour



### 20. MANGO DICES

A revitalizing beverage with a sweet and succulent taste and is a rich source of Vitamin A, B6 and C



### 21. LIME TREE (C/C)

Made from dried flowers of the Linden or Tilia Tree, it is a soothing beverage known to alleviate fever and colds



### 22. CINNAMON (C/C)

Brews a potent, spicy-sweet cup said to improve heart conditions and cognitive function



### 23. SAFFLOWER PETALS

An infusion of safflower petals produces a bright liquor that is soothing and said to have calming effects



### 24. STAR ANISE

With a distinct taste and aroma, star anise tea is known to relieve abdominal discomfort and skin irritations



#### 25. SPEARMINT

Produces a highly refreshing cup with a pleasing aroma. Known to bring relief to a variety of ailments such as nausea and stomach aches



#### 26. LIQUORICE ROOT

Infuses the brew with a natural, rich and sweet flavour combined with beneficial properties known to alleviate sore throats, colds and coughs



#### 27. LEMON BALM LEAVES (C/C)

A rejuvenating drink with a soothing aroma, it is believed to provide relief from the common cold and headaches



#### 28. HIBISCUS (TBC)

An infusion derived from the Hibiscus flower, this bright concoction is a tisane with many proven benefits for general well-being



#### 29. LIME TREE (TBC)

A brew derived from the flowers of the Lime Tree (Tilia/Linden), it is believed to provide relief from the common cold and flu



#### 30. LEMON BALM LEAVES (TBC)

Exudes a citrus aroma infused with a zesty taste. A soothing cup that works as remedy for tension



#### 31. ROSE HIPS (TBC)

Derived from the fruit of the rose plant, produces a fragrant brew that is rich in Vitamin C



#### 32. LEMON GRASS (TBC)

With its distinct citrusy taste and aroma, it possesses properties that alleviate insomnia, hypertension and acne



#### 33. CHAMOMILE (TBC)

Possessing a pleasant and mild taste, it is a brew that is favoured the world over for its range of curative properties



#### 34. PEPPERMINT LEAVES (TBC)

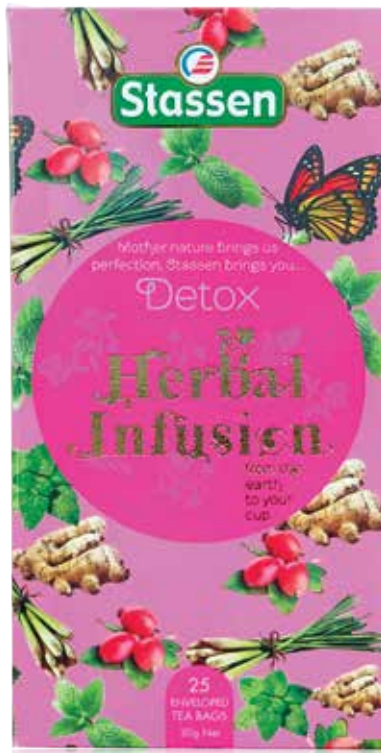
With its enticing, fresh taste and aroma, the brew is considered a fast acting remedy for the common cold



# WELLNESS

Our Stassen Wellness range has been carefully crafted to aid in healthy living and to maintain a well balanced lifestyle.



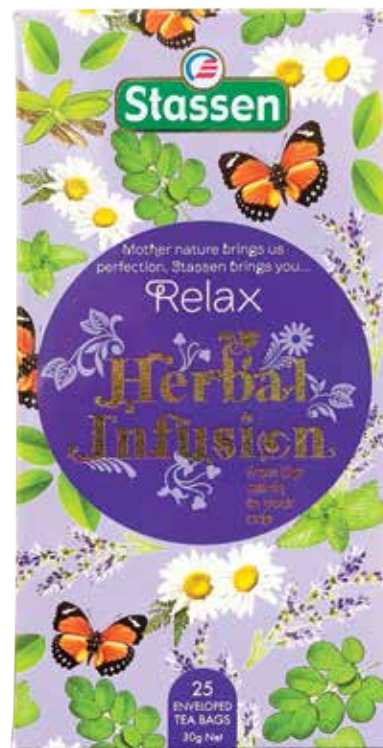


## Detox

The perfect combination to cleanse and revitalize your body given the natural health benefits of Ginger, Peppermint, Rosehips, Lemongrass and Lemon Balm all in one cuppa.



1.2g x 25

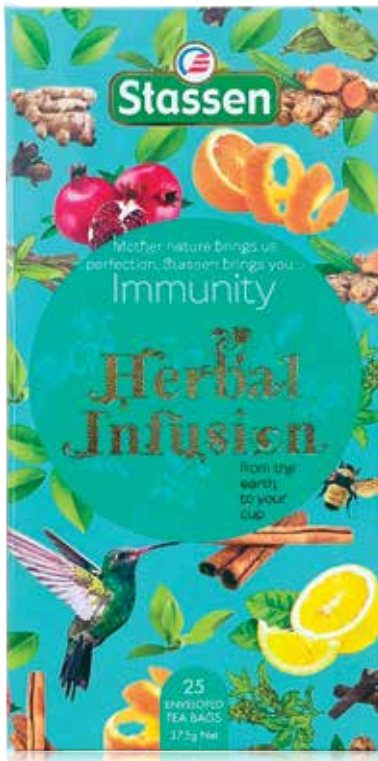


## Relax

Relax your mind, body and soul with the calming and soothing effects of natural Lavender, Chamomile, Lemon Balm and Gingseng hinted with Peppermint along with Sweet Licorice under notes in one cuppa. The addition of Moringa Leaves blended with Fennel Seeds makes this the perfect beverage. Sit back, and "Relax"!



1.2g x 25

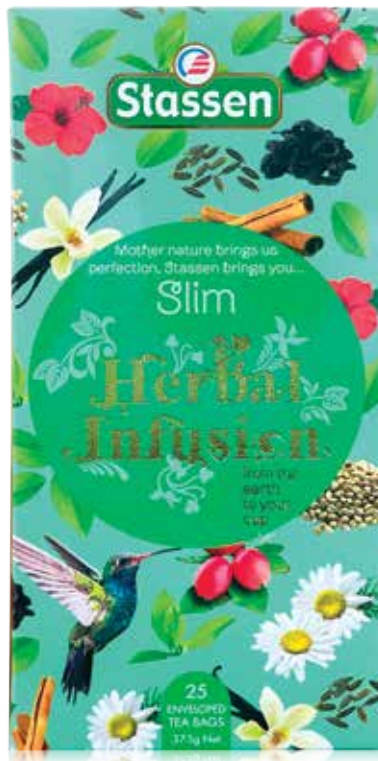


## Immunity

Immunize your body with carefully blended natural defenders Cardamom, Turmeric, Cinnamon, Cloves, Tulsi, Liquorice Roots and Ginger. Vibrant hints of Orange, Lemon and Pomegranate will keep you awake whilst boosting the immunity owing to high Vitamin C and Antioxidants in it.



1.5g x 25

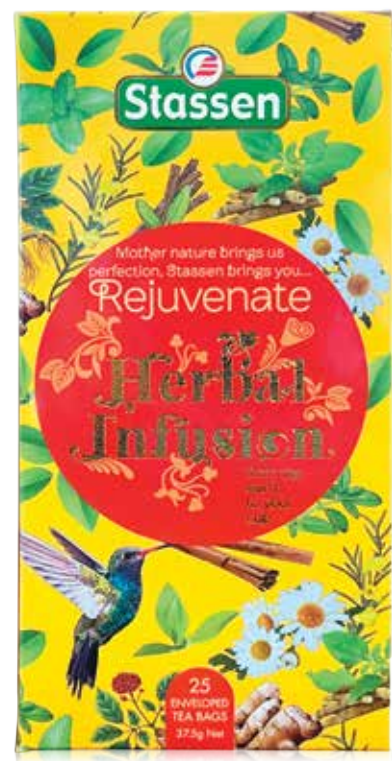


## Slim

A meticulously crafted natural blend of Organic Green Tea, Cinnamon, Rosehips, Garcinia along with Coriander, Cumin Seeds, Hibiscus and Chamomile aid in fat burn and digestion, with a touch of Vanilla makes this the perfect Infusion.



1.5g x 25



## Rejuvenate

Our Rejuvenate Herbal Infusion combines Organic Green tea with Chamomile, Peppermint, Ginger, Thyme, Liquorice Roots and Cinnamon to revitalize your body after a hectic day. Blended adaptogens, Ashwagandha and Ginseng will keep you energized along with Rooibos.



1.5g x 25





Stassen

Mother nature brings us  
perfection, Stassen brings you...

Ceylon  
Tea

from the  
earth  
to your  
cup



Stassen

Mother nature brings us  
perfection, Stassen brings you...

Ceylon  
Tea















.....  .....

# PRIVATE LABEL

.....





Stassen is fully-equipped with the know-how and versatility to provide a total packaging solution to meet popular international trends and customer requirements. Consequently our services extend as a private label packer as well, providing tea in retail packs of 10, 20, 25, 50, 100, 500, and 1000 String and Tag tea bags, Paper Enveloped or Foil Enveloped tea bags (with or without staple), Pyramid tea bags and Pot tea bags.

Thus Stassen is able to deliver packaging solutions entirely to meet client requirements and specifications. Our portfolio in this regard already includes reputed supermarket chains in Europe.







STASSEN AND THE  
COMMUNITY



THE STASSEN GROUP ENGAGES IN PROJECTS THAT NOT MERELY SERVE TO UPLIFT, BUT TO SUSTAIN A THRIVING SOCIETY THROUGH RESPONSIBLE CSR INITIATIVES. THESE INITIATIVES AIM TO CATER TO THE VARYING NEEDS OF COMMUNITY MEMBERS BE IT THE ELDERLY OR SCHOOL CHILDREN. THE STASSEN BIO TEA PROJECT, WHICH COMMENCED IN 1992, PROVIDES FOR THE WELFARE OF 2,140 INDIVIDUALS INCLUSIVE OF 582 REGISTERED WORKERS AND 498 FAMILIES IN IDULGASHINNA.



## WELL-BEING

Among these initiatives are the provision of nutrition and worm treatment for children from birth up to three years of age. In addition to monitoring their activities, in the event that a child needs special medical attention (disability in walking, speech or hearing), Stassen provides for the cost of treatment at the hospital.

The members of the community can also take advantage of medical programmes that include free consultations and medication at all clinics. Medical clinics and health education seminars that impart valuable information on diseases such as HIV/AIDS and vaccination are important aspects of the programme. In addition, the programme facilitates the welfare of household pets through preventive measures to curb diseases such as rabies.



## EDUCATION

Currently six primary schools have been established at different divisions of the estate under the Group's initiatives. Each caters to an average of 25 children. Primary school toys and study materials are provided to the children as and when they are enrolled in school. In addition, scholarships are also provided for Year 5 and Advanced Level students that cover the expenses for their study materials.

Individuals over the age of 16 years can benefit from enrolling in vocational training programmes in order to find suitable career paths and opportunities.



## RECREATIONAL

Hosting training sessions and providing necessary facilities for extracurricular activities and talent development programmes contribute towards a more complete upbringing and development of the youth. These activities encompass Bharata and Kandyan dance classes, and sports such as volleyball and netball. A playground has also been provided at the Idulgashinna estate premises for their benefit.

## HUMANITY

A village integration programme is currently underway to encourage interaction and bridge difference amongst diverse communities. This objective is facilitated by community involvement in group activities, multi-cultural functions and language classes initiated by the programme.

Furthermore, Stassen supports Sunday school attendance. Transportation is provided for youngsters to attend relevant religious seminars of their choice so as to enhance their moral and spiritual well-being.



## ENVIRONMENT

Stassen Group is an environmentally conscious entity with responsible initiatives launched in order to safeguard the environment we live in. Waste management is facilitated by the company through awareness campaigns which deal with solid waste and wastewater management efforts. Education on the need for vaccination of stray dogs kept as pets to eradicate rabies, kennels for pets for their safe upkeep and household management are also focal points of the initiative.







# Mark of Excellence

Stassen's uncompromising standards in quality and stringent practices have drawn much attention over the years. The many accolades and merits of recognition received serve as a testament to our guiding principles and practices.





















## SYSTEM CERTIFICATIONS

Food Safety Management System, Quality Management System and Social Accountability System Certifications.





## ORGANIC, SOCIAL, ENVIRONMENTAL SUSTAINABILITY AND HALAL CERTIFICATIONS.



LK - BIO - 149  
Sri Lanka Agriculture









**CONTACT US**

**Stassen Exports (Pvt) Ltd**

833, Sirimavo Bandaranaike Mawatha  
P.O. Box 1970, Colombo 14, Sri Lanka

Tel: +94 (0)11 2522155, 2522871

Fax: +94 (0)11 2540333, 2540662

E-mail: [sel@stassengroup.com](mailto:sel@stassengroup.com)

Web: [www.stassengroup.com](http://www.stassengroup.com)

