

brews *almighty*

Tea-drinking might be a ritual or habit...
Typhoo's refreshing brews tempt you to
become a convert, says **Barid Baran**

To tea-off in style, you don't need a club. All you need is hot water, a dip-bag and the willingness to convert from being a hardcore tea-drinker to drinking something that is not herbal, not tea and not remotely close to anything that could pass as a 'cuppa'. One foggy, cold December morning turned out to be serendipity for me as I sipped a brew gently from a transparent cup at the Oxford Book Store with the air of an Earl about me, dressed as I were in a tweed jacket, a pair of serge trousers and a woollen scarf. What was missing was a briar pipe, the day's copy of *The Guardian* on the table and, of course, tea.

I never knew my sipping a brew would be watched so closely by a bespectacled tea connoisseur who made sure I drank Black Currant Bracer, Lemon & Lime Zest and Orange Spicer, three top-end products of the UK's Typhoo Tea wants the discernible Indian to drink. "Yes, this is not the archetypal brew you get off the shelf at super markets or at a run-of-the-mill restaurant in India. This is all about fine and acquired tastes. This is about conversion. In Delhi, you can only get them at the high-end Khan Market or the Defence Colony market," said Arup Ratan Pal, who heads Typhoo's marketing in India. In other words, this is not tea, neither a herbal drink, nor a sudden sally on the taste buds; this is a silent 'Infusion', which is the brand name too.

Black Currant Bracer, of course, appears like a lady who has turned purple when told her slip is showing. It's decidedly feminine with a controlled, sour tinge. This is a brew that leaves a mellow feeling in your mouth, the kind you get during April rains.

I was then served the Orange Spicer, the aroma of which wafted around the table in a manner as if a bumble-bee was out cross-pollinating. Tangy with a dash of what I thought was cinnamon, Orange Spicer is what you can share with a CEO on the fairway between putting.

And if you Chablis isn't yet ready, you can ask your guests to repair on the portico for a round of Lemon & Lime Zest. Here's a warning though: All hardcore tea drinkers must not go anywhere near 'Infusion'. Or else, you will be one more convert, which is what this quintessentially English Typhoo-the-conspirator wants you to be.

