



PRESS RELEASE - FOR IMMEDIATE PUBLICATION

### **Typhoo and Rainforest Alliance announce Responsible sourcing partnership**

**New Delhi, April 21, 2015** : Typhoo today announced the launch of the first globally certified environmentally sustainable teas to be marketed across India. The suite of products launched into the Indian tea market include popular mainstream blends as well as new 'Gold' products which bear the distinct seal of the Rainforest Alliance.

The Indian arm of the over 100 year old iconic British brand which is 2nd largest tea manufacturer by volume in the UK hopes to herald an era of responsible food marketing in the country through this collaboration with Rainforest Alliance.

**Subrata Mukerji, Business Head of Typhoo's Indian operations said,** *"We are delighted to announce the start of our plan to offer certified teas pan India. Our certified products are aligned with the evolving consumer attitudes; their growing environmental concerns as well as mindful living linking consumption & sustainability. With our products sourced from estates that have implemented stringent best practices as well as rigorous standards for the last few years and a certification seal now on our Product Packs, we seek to spark a debate on the connection between Climate, Community, Consumption and Consumers."*

**Tensie Whelan, president of The Rainforest Alliance said,** *"I am delighted to see this commitment by Typhoo and Apeejay to Rainforest Alliance certification. It helps to guarantee a brighter future for tea production and consumption in India, giving India's wonderful natural heritage a more secure future. This commitment is hugely exciting. The direct consequence of Typhoo's commitment is that the Indian consumer will have the choice of world class certified products available to them across India. Products that have been produced responsibly, products that demonstrate the important step that all tea brands in India must take so that tea estates meet comprehensive standards for sustainable agriculture that protect India's environment, biodiversity, waterways, wildlife habitats and the rights and well-being of workers & their families."*

**Dominique Gangneux, Vice-President, Markets Transformation, The Rainforest Alliance said,** *"It is hugely progressive and commendable of Typhoo to bring a suite of products to the market that carry the Rainforest Alliance green frog seal. Committing sourcing tea from Rainforest Alliance Certified™ tea estates and to display the Frog seal so prominently in its luxurious as well as premium popular brands gives consumers confidence that the tea they are buying has been responsibly sourced."*

*"We are looking forward to working with Typhoo in reaching out to a growing community of socially conscious consumers in India who want to purchase brands that enable their commitment to a more sustainable world to be realised. Current market estimates put this segment of consumers between 30 and 35 per cent and this segment is growing at an estimated 5 CAGR per year. With their world class certified products now available across India, Typhoo has leapfrogged our campaign in India and we look*



*forward to more national brands across a range of farm products committing to Rainforest Alliance certification in the future.”*

Typhoo has been sourcing tea from the tea estates that produce as per Sustainable Agricultural Network standards carrying various certifications, including Ethical Tea Partnership and Rainforest Alliance, for the approximately five years.

*“Introducing the certification imprint in branding and communication of Typhoo’s world class products is a deliberate decision to service the growing community of socially conscious consumers who want to support responsible farming as well as nurture all consumers to know how to differentiate brands at the point of purchase through clearly visible certification seal on product packaging as a guarantee that the teas s/he is purchasing are produced responsibly. Typhoo has grown swiftly pan India well ahead of category in the little over 6 years that we have been in India. Our new suite of certified teas is a strong fit with our brand's overall value proposition to our customers,” Subrata Mukerji added.*

**Classic Assam** - A unique blend of 100% Assam teas from our century old premium estates in the Brahmaputra valley. The teas are carefully chosen to deliver a rich flavour, strength and aroma. This deep amber-coloured treasure with rich malty undertones is the perfect cup to refresh and revitalize any time of the day.

**English Breakfast** - A traditional and unique blend of Assam orthodox and CTC teas. Created by Typhoo’s master blenders, this tea is famous world over for its rich taste, bright liquor with strength & aroma to match. This malty, classic tea with oaky undertones is the perfect companion with breakfast and a refreshing delight to enjoy, any time of the day.

**Gold** – Our rare & exclusive blend of the world’s finest teas. This luxurious blend, crafted by Typhoo’s master blenders comprises of the most expensive and highest quality hand-plucked Assam teas. With a strong, malty liquor and a brisk invigorating flavour, this delightful golden-liquored tea can be relished anytime of the day.

**24 Carat Leaf Tea** – Our supreme blend of delicate, tippy orthodox whole leaf and high grown granular leaf teas plucked from prized and select clonal tea bushes cultivated in the Assam valley. Its mellow sweetness, subtle floral flavour and intense aroma lends an uplifting note of malty Assam. An irresistible cup of gold of unforgettable taste, flavor and aroma, befitting a true tea connoisseur.



## Notes to Editors

Typhoo Tea Limited has a long 110 years of heritage of blending, packing and selling quality tea in the UK. With a portfolio of 10 brands and over 600 products, Typhoo is being enjoyed in more than 50 countries including USA, Canada, Europe, Australia, New Zealand & South Africa. The iconic British brand brings this refreshing, rejuvenating experience to India with a variety of over 20 high quality luxurious teas and 100% natural fruit infusions. For more information, visit [www.typhooindia.com](http://www.typhooindia.com)

The Rainforest Alliance is a global non-profit that works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices, and consumer behaviour. The Rainforest Alliance Certified™ seal is an internationally recognised symbol of environmental, social, and economic sustainability that helps both businesses and consumers identify products that come from sustainable sources and vote with their dollars to help support a brighter future. For more information, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

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