



Typhoo spins a unique tea story at The India Story
Serves Typhoo Signature Drinks at Typhoo Tea Bar and Unveils Treasures, Festival Gift Pack

Kolkata, November 1st, 2015: Typhoo Tea Bar opened in Kolkata at The India Story celebrating the 3 day (Oct 29th – Nov 1) haute affair showcasing the best of India's design. Joining the event as the beverage partner, Typhoo Tea delighted Kolkata's stylish milieu with delicious and healthy mocktails based on its distinctive range of teas and fruit infusions along with offering an exclusive tasting preview for forthcoming new products.

Adarsh Makharia and his brand Osaa, Swarup Dutta scenographer, The India Story and Nil of the designer duo Dev r Nil hosted their celebration affairs at the Typhoo Tea Bar, where fun cocktails and mocktails were rustled up with its tea, fruits and herb based range.

Subrata Mukerji, business head of Typhoo Tea in India said, *"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. I am delighted to see the response of Kolkata to our signature **Typhoo Tea Bar** showcasing our eclectic range of teas and fruit infusions as well as Typhoo Green Tea, Black Tea and Fruit Infusions based signature drinks. Our stylish brand caters to the young and fashion conscious consumer and The India Story is the perfect platform to showcase our beverage range and exclusive previews to our forthcoming brand additions."*

Typhoo unveiled **'Treasures'**, its Festive Gift Pack in 2 variants at The India Story. **Green Tea Treasures** - with green tea variants with an Indian twist – Typhoo Green Tea Traditional Tulsi, Typhoo Green Tea Masala Chai, Typhoo Green Tea Coconut and popular Green tea flavour of Jasmine, Moroccan Mint, Lemongrass and Natural - priced at Rs. 377. **Typhoo Assorted Treasures** – with India's first decaf tea, Typhoo Decaf, new premium globally certified Typhoo Gold alongwith the popular English Breakfast. In this pack is also available Typhoo's loved Green Tea Traditional Tulsi, Moroccan Mint, Natural and its three Fruit Infusions - Orange Spicer, Lemon & Lime Zest and Blackcurrant Bracer) - priced at Rs. 697.

The Typhoo Tea Bar at The India Story also offered a tasting opportunity of over a dozen flavors and genres. Typhoo extensive Green teas (Traditional Tulsi, Masala, Coconut, Jasmine, Lemon Grass and Moroccan Mint, Pure Green tea) were on offer along with Typhoo Black teas (Classic Assam, Darjeeling, Gold, 24 Carat tin, English Breakfast). Typhoo flavoured teas (Earl grey, Masala chai, Adrak chai, Elaichi chai, lime & lemon) were showcased and served amongst various mocktails based on Typhoo Fruit Infusions (Orange Spicer, Lemon & Lime Zest, Blackcurrant Bracer).

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