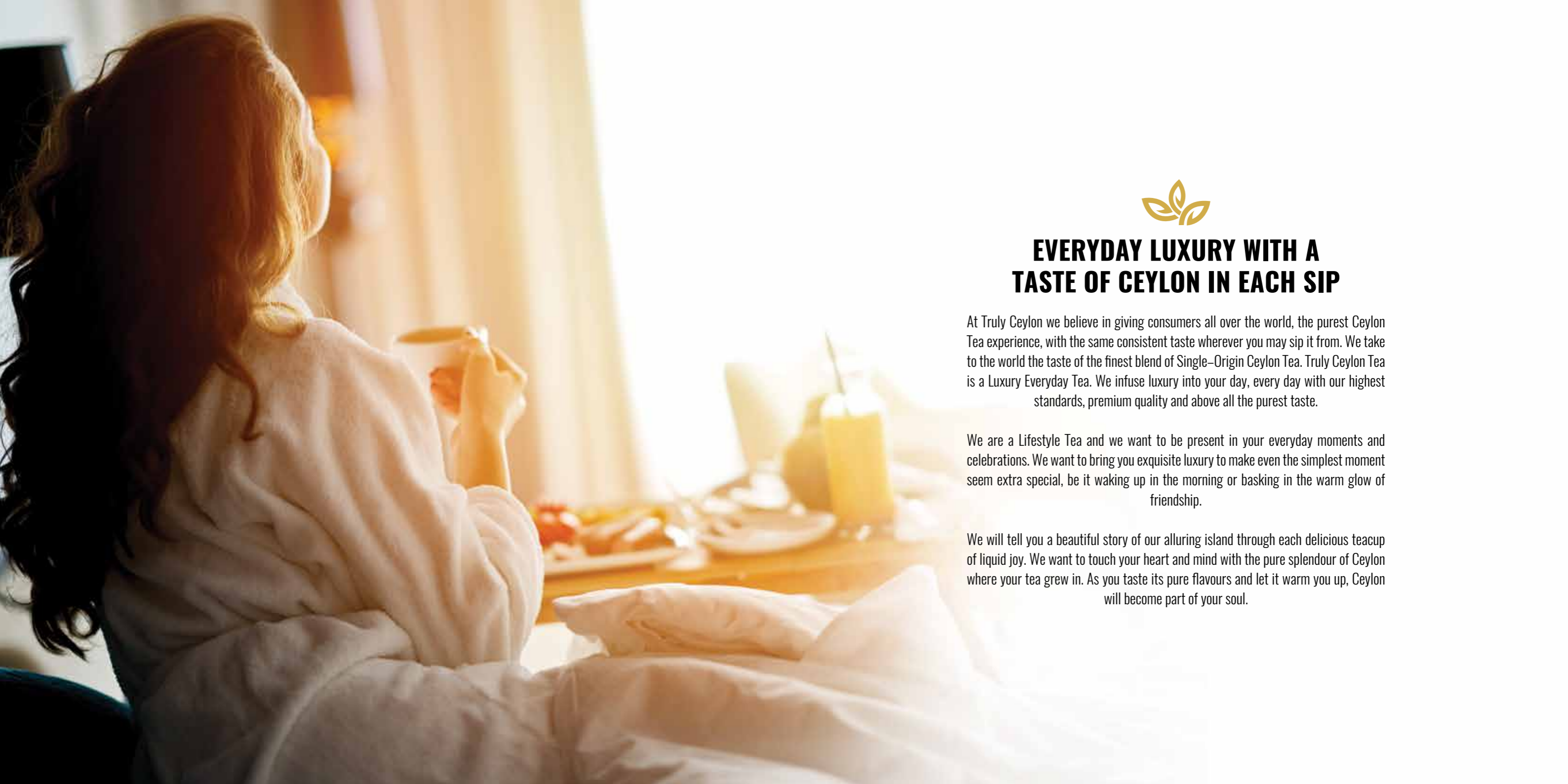


A glass teapot is pouring a stream of golden-brown tea into a clear glass cup with a handle, which sits on a matching glass saucer. The tea is captured mid-pour, creating a dynamic splash. The background is dark, making the tea and glassware stand out.


TRULY CEYLON[®]
PREMIUM QUALITY TEA

A CUP OF EVERYDAY LUXURY

The Authentic Taste of Pure Ceylon Tea



EVERYDAY LUXURY WITH A TASTE OF CEYLON IN EACH SIP

At Truly Ceylon we believe in giving consumers all over the world, the purest Ceylon Tea experience, with the same consistent taste wherever you may sip it from. We take to the world the taste of the finest blend of Single-Origin Ceylon Tea. Truly Ceylon Tea is a Luxury Everyday Tea. We infuse luxury into your day, every day with our highest standards, premium quality and above all the purest taste.

We are a Lifestyle Tea and we want to be present in your everyday moments and celebrations. We want to bring you exquisite luxury to make even the simplest moment seem extra special, be it waking up in the morning or basking in the warm glow of friendship.

We will tell you a beautiful story of our alluring island through each delicious teacup of liquid joy. We want to touch your heart and mind with the pure splendour of Ceylon where your tea grew in. As you taste its pure flavours and let it warm you up, Ceylon will become part of your soul.



OUR TRULY CEYLON TEA STORY

Our Truly Ceylon Tea story starts high up on the misty mountains of Ceylon with just a single tea leaf. A leaf that is deeply saturated with the taste of the purest and finest tea in the world. Handpicked with love, each glistening leaf is gently gathered, purified and processed stringently and expertly in a state-of-the-art production facility. With over three decades of expertise in blending the purest Ceylon Tea our team of highly specialised tea experts bring you tea that surpasses others in all aspects. Our team with their skills and knowledge in creating taste experiences in a myriad of tea organizations across Sri Lanka, with an innate passion for perfection, single-mindedly seek to offer a product that will satisfy the most discerning tea connoisseurs all over the world.





OUR VISION

We strive to make Ceylon Tea the most preferred beverage in the world. We will bring to the world the joy and health benefits of the purest single-origin Ceylon tea and make it a lifestyle choice for all, bringing everyday luxury to the daily moments of our valued consumers.



OUR MISSION

We will always be ethical and sustainable, maintaining the highest quality standards and perfection in taste development, creating unblended single-origin Ceylon tea using the latest technology and know-how. We will consistently seek to innovate while being rooted in the traditional.



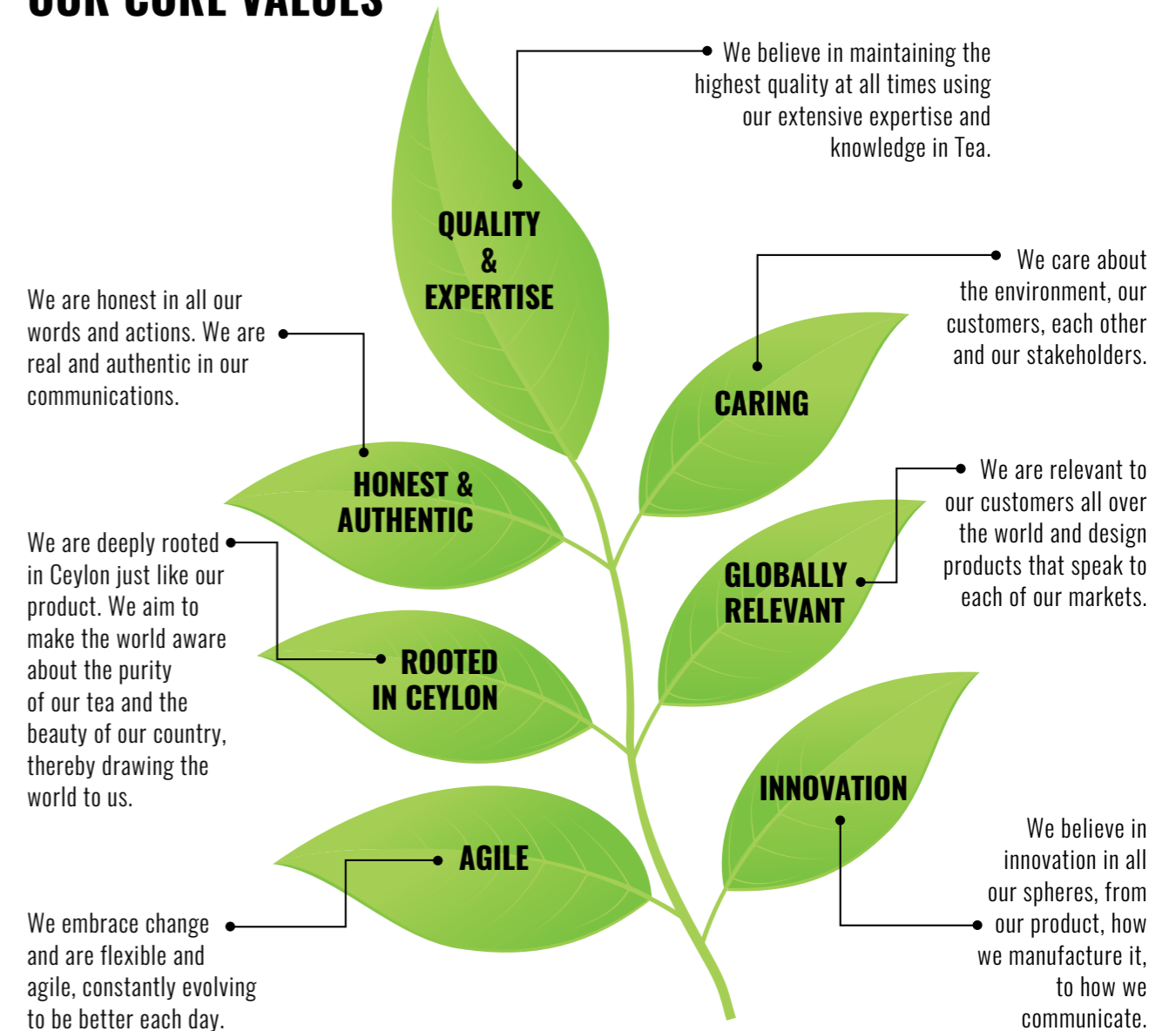
OUR VALUES

We are honest and authentic in all our actions and we are truthful in our communications. We are Truly Ceylon in our roots and yet we are global as a business. We are the experts in the finest blend of Single-Origin Tea and we give our customers the purest and inimitable tea experience.

These are the core values that we live by and how we communicate.



OUR CORE VALUES





WHY CEYLON TEA?

Enjoyed across the globe for over a century Ceylon tea has proved itself to be the world's finest tea. Our very own gift to the world, never has there been a beverage that inspires a myriad of emotions as much as tea does. Truly Ceylon goes the extra mile to bring you the best of Ceylon tea, making life's every occasion a special one. Our teas are well known for their diversity of character and richness of taste. A result of the unique climatic variations that exist across different regions of our lush island.

A distinctive phenomenon that gives the tea an individual character of flavour that is unique to its agro-climatic region. Ensuring the highest standards of quality requires the fresh tea leaf to be quickly processed and manufactured so that the taste is preserved to delight the palette and the senses of tea lovers across the globe.



OUR PRODUCT

We are all about being real, and so are the ingredients that we infuse into your authentic tea experience. Our ingredients such as pure jasmine petals, and fresh lemon, will satiate and captivate your senses. We take you on a multi-sensory journey that unfolds through taste and fragrance that will transport your soul to the lush magnificence of Ceylon with each blissful sip.

Our exquisite luxury teas are packed in a 90,000 sq ft state-of-art production facility, located in the Western province of Sri Lanka. The plant is certified through the Sri Lanka Tea Board and Bureau Veritas for good manufacturing practices (GMP), ISO 22000 and FSSC 22000 which is a recognized body of the global food safety initiative (GFSI). Our team of professionals follow stringent quality control practices to ensure our packaging and tea continue to remain at the highest standards.





OUR STANDARDS

The Lion symbol on our packaging is a global trademark of the Sri Lanka Tea Board, that guarantees the highest quality standards of manufacturing and packaging. At Truly Ceylon, we are proud to showcase this trademark that was earned through conforming to and exceeding the standards set by the Sri Lanka Tea Board. We take pride in introducing tea that is 100% ozone-friendly. This is a distinction that no other tea producing nation can boast of.





**OUR RANGE OF
PRODUCTS**

ENGLISH BREAKFAST

Years of taste experimentations went into creating this unique blend of the purest Ceylon tea. Grown in the misty hills of Sri Lanka, our English Breakfast tea combines finely balanced strength, flavour and aroma, to make it the perfect 'wake up' for the senses. Best enjoyed without milk.



2g FOIL SEALED TEA BAGS | MASTER CARTON 12 PACKS



CEYLON CLASSIC

This pure, single-origin Ceylon tea is hand-picked from the central highlands of Sri Lanka. Its distinctive aroma and flavour is then carefully enhanced by our experienced master blender through time-honored practices, bringing you a distinctive experience in flavour. Perfectly complemented with a slice of lemon.



2g FOIL SEALED TEA BAGS | MASTER CARTON 12 PACKS



EARL GREY

Earl Grey tea has its origins in a blend of tea and bergamot, a tea originally created by a mandarin master blender as a gift for the Earl of Grey. Upholding this tradition, our experienced master blender combines the finest of single-origin Ceylon teas with the very best bergamot to create a masterpiece of taste. Enjoyed with or without milk or sugar.



2g FOIL SEALED TEA BAGS | MASTER CARTON 12 PACKS



LEMON GREEN TEA

We've blended our best, hand-picked pure Ceylon green tea from the elevated plains of Nuwara Eliya, with fresh peels of sun-kissed lemon to bring you a delicately refreshing flavour.



1.8g FOIL SEALED TEA BAGS | MASTER CARTON 12 PACKS



PURE GREEN TEA

Handpicked with love and slow-steamed for a refreshing taste, we make sure that every pack of Pure Ceylon green tea is perfectly light and rich in goodness. Invigorate your senses with the best of Ceylon green tea, grown high up in the hills of central Sri Lanka.



1.8g FOIL SEALED TEA BAGS | MASTER CARTON 12 PACKS



JASMINE GREEN TEA

Fragrant, white jasmine flowers are hand-picked in the early hours of the day, and then layered with slow-steamed pure Ceylon green tea from the hills of Nuwara Eliya to create this distinctive soothing flavour.



1.8g FOIL SEALED TEA BAGS | MASTER CARTON 12 PACKS





OUR THIRST FOR SUSTAINABILITY

We are a brand that strives unwaveringly to be genuine and honest in everything we do. We care about our planet and our colourful wildlife in Sri Lanka. We protect them by how we create our tea and we give back to ensure their longevity and safety through our strategic alliances.



FOREST CONSERVATION

The trademark of 'Forest Stewardship Council' found on the packs show our commitment towards protecting the environment. The FSC label guarantees certain environmental forest management standards. The trees that are harvested must be replaced or allowed to regenerate naturally. The natural forests are not converted to tree farms. These requirements help to limit deforestation of rare and old-growth forests, and avoid disruption to wildlife. Genetically-modified trees are prohibited due to hazardous pesticides that are still being widely used in many non-certified forests. These chemicals can pollute waterways and harm animals and plants.

RECYCLABLE PACKAGING

We use materials that are easily recyclable. Currently, 80% of materials used in our packaging are recyclable. We, together with our print partner have used vegetable ink on all of our packing. We constantly engage in research to find ways to improve our eco-friendliness.





WILDLIFE CONSERVATION

Sri Lanka is one of the most biologically diverse countries in Asia. But sadly year on year, the population of our Sri Lankan Leopards, Elephants and Peacocks have been dwindling. The wildlife population has now decreased to half its size. Its habitats and ecosystems are destroyed at an unprecedented rate due to infrastructure development, deforestation and other human activity. Therefore, we have formed an alliance with the wildlife and forest conservation authorities in Sri Lanka: to protect our wildlife.

Our aim is to strengthen and support the infrastructure of the department of wildlife conservation, to mobilize teams that would rescue, relocate and protect the animals in conflict areas. Our ambition is also to serve and protect our biodiversity, looking towards its long term sustainability. We have set up an initial fund to support the ongoing activities. Furthermore, a percentage from our global sales is donated to this cause.





OUR PROMISE TO THE WORLD

At Truly Ceylon Tea our single minded vision is to give you an inimitable tea experience no matter where in the world you may be. We want to cut across cultures, age barriers and geographies and showcase the magical and feel-good properties of tea. We want to uplift the world with our cups of everyday luxury.

We promise you only the highest quality and the purest taste of Single-Origin Luxury Tea, with every single sip. And through this we introduce the splendor of our hidden gem - Ceylon to the world.





www.trulyceylontea.com

TRULY CEYLON TEA (PVT) LTD.

Level 37, West tower, World Trade Center, Echelon Square, Colombo 01, Sri Lanka.
info@trulyceylontea.com | +94 117 494 367 (Mon - Fri, 9:00 to 17:00 GMT +05:30)