### **CEYLON TEA STORY**

The father of the tea industry in Ceylon - James Taylor, first planted tea commercially in 1867 and today the country exports around 300 million kilograms of tea to all comers of the world, and also has the distinction of conducting the largest tea auctions in the world, Ceylon tea is a predominantly cherished form of black tea from Sri Lanka. It has a golden colour and rich, intense flavour which many tea consumers greatly appreciate.

Ceylon Tea is said to be the BEST TEA IN THE WORLD because of its tremendous taste. Sri Lanka was known as Ceylon under colonialism, and the name has suck for the tea as it was marketed from the time of the British in Ceylon

#### TEA AND HEALTH

Many scientific research support the ancient proclamations that tea as the most potent health beverage ever! Recent studies in leading medical journals declare tea as a potential heart tonic, cancer blocker, arthritis soother, virus fighter and cholesterol detoxifier. The chemicals in tea have been shown to protect the body against stomach, breast, colon, and skin cancers, to lower blood pressure, to lower serum cholesterol, triglycerides, and normalize blood sugar.







## **Zakir Sha Exports**

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Zakir Sha Exports (Pvt) Ltd has immensely benefited by its prolonged presence in the trade which has helped build a prominent network of suppliers within the tea industry. Our supplier network is not regarded as an external entity. They are also considered as an integral part of the firm as they contribute towards the final product we deliver to our valued customer. These suppliers are carefully evaluated on all quality variables prior to selection.

Zakir Sha Exports have been certified, by international standard regulatory bodies as well as local standard regulatory bodies. The following are the regulatory bodies that have accredited Zakir Sha Exports.

·ISO 22000:2005 certification

·Sri Lanka Tea Board

## Tea

Ceylon tea from Sri Lanka, acclaimed as the best tea in the world has its inherent unique characteristics and reputation running through more than a century. The influence of climatic conditions of its plantation imparts to the product a variety of flavours and aromas, synonymous with quality.

Plucked from Sri Lanka's finest tea estates, our tea is branded amongst the best. Our company is proud to be an exclusive exporter of "Ceylon Tea" fancied by consumer's all around the world. With international standards the company has been able to maintain an exclusive end upon hygiene and care during the process of production.

"As an ISO 22000:2005 certified company it is a requirement to implement a stringent Food Safety Management System, hence making sure that quality remains our top priority throughout the production process, thereby ensuring the perfect cup of tea."







**GREEN TEA** 

ZASHA





# ZASHA Classic Tea Range

Zasha's Classic Tea Range contains Ceylon's best teas carefully selected from reputed estates to maintain consistency in quality, taste and aroma. Careful blending and highly supervised packaging assures the freshness and quality of the teas.

FBOP / PEKOE / OPA / OP 1 / BOP / GREEN TEA 5KG / 10KG / 25KG Master Cartons 100g / 200g Tins



Zasha's Regional Collection consists of teas carefully blended from estates in respective regions to give a variety of five vivid regions. Teas from different regions provide distinctive and diverse taste, aroma and colour to the cup.

UVA | MATALE | NUWARA ELIYA | DIMBULA | RUHUNA 100g / 200g Tins







NUWARA ELIYA

MATALE

UVA







RUHUNA



Zasha's Spicy Range combines Ceylon's best teas from around the country with different flavours of rich spice, which Ceylon has been known for. The aroma of the teas has been boosted with the strong flavour of rich spice from Ceylon.

Herbal Infusion Pyramid Tea Bags 100g / 200g Canister



Cinnamon & Tea



Saffron & Tea



Lemongrass & Tea



Ginger & Tea



Cardamom & Tea



Clove & Tea



Raspberry & Tea



Blueberry & Tea



Lemon & Tea







Strawberry & Tea



Peach & Tea



Zasha's Fruity Range includes Ceylon's finest teas brought from reputed estates and flavoured carefully to offer various fruity flavours.

Black Tea with Nature Identical Flavours / Natural Flavours 25 / 50 / 100 Tea Bags