



A Taste of Heritage Indian tea. Artisanal offerings from pristine, untouched soils. Flavours that have stood the test of time.

Avetea is a small, focused company that stands on the foundation of authentic heritage offerings. They specialize in doggedly locating genuine organic tea farms in the oldest tea growing regions of India, and encouraging artisanal farmers to sustain those timeless flavours, and concoct newer varieties, based on years of expertise.

The Avetea framework is structured to ensure that the farmers receive the maximum benefits from their produce, eliminating all layers of middlemen in getting these brews from their farm, right to your hands.

Sustaining ancient tea wisdom, protecting timeless tea farms, keeping the flavours of our ancient brews alive, along with the expertise that makes them timeless.

Avetea – A Cup of Truth awaits you.

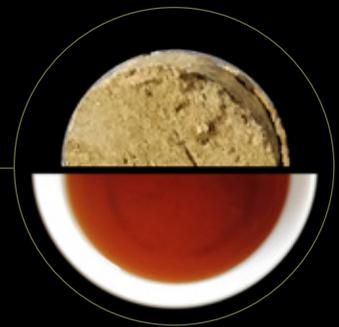


www.avetea.com

Smoked Exotica

Handcrafted Black

An unforgettable blend of smoky, earthy flavours, this tea is tightly packed into bamboo, and smoked for 4 years. The result is a brew that invigorates the senses with just the right touch of smoothness blending with the distinct bass tones that are a throwback to ancient times; finishing off with a light earthy flavour of its native soil. The perfect cup to rejuvenate a zest for life, and deep conversations.



Exotic Oolong

Handcrafted

An exotic batch of the beloved Oolong from the Highlands of Darjeeling, produced from some of the finest varietals. When brewed, this variety produces a lingering floral and fruity taste, followed by notes of wild herbs and a toasty finish. The astringency is almost indiscernible, making this the perfect evening companion.



Exotic Blue

Handcrafted

The flowers of the Blue Pea plant have been used for centuries in Asia for its medicinal properties. Rich in essential minerals like calcium, magnesium, potassium, zinc, iron, manganese and sodium, this brew possesses antioxidant benefits, benefits for diabetes, brain function enhancement, anti-ageing qualities, anti-inflammatory, fatigue buster, pain reliever, soothes ulcers and is beneficial for women's uterine health too. When brewed it offers a cup of irresistible indigo, a tantalizing delight to all the senses.



Assam Exotica

Handcrafted Black

These are made from some of the finest Assamica hybrid clonal and seed plants. These tender 2 leaf-1 bud beauties are plucked as early as 3-days since inception, during the fresh, early morning hours. This exotic offering is a beautifully handcrafted batch, which boasts of a very smooth fruity liquor, with prominent notes of apricot and honey. Our batch is produced in limited quantities of 5 kgs a day.



Clonal Reserve

Handcrafted Green

An exquisite rare crafted batch of green tea from some of the best Assamica varietals found in Assam. This handcrafted green tea production technique was developed by tea masters in one of our experimentation stations in Assam, after two years of research and development. This pan-fried batch produces a distinct nutty aroma, with fresh vegetal notes accompanied by notes of wild herbs and a subtle floral finish. Without a doubt, one of the best of the 'green' from Assam.



Royal Delight

Handcrafted Black

A taste of elegance unparalleled, and evolved distinctions. This tea reveals a pale, lemon-colored brew when the leaves are infused; and a rich honey-amber liquor. Flavors are unique to the Darjeeling First Flush family - a fragrant floral bouquet, with hints of citrusy fruitiness. A robust, lively and mood uplifting sip.



Exquisite Delight

Handcrafted Black

A finely handcrafted Assam black tea from a section of wild seed plant that grows in a small naturally grown and chemical-free tea farm in Koliapani, Assam. The brew produces a sweet fruity liquor, followed by notes of spices and wild herbs with a very subtle briskness. One of the finest in produce we have encountered so far from the 'wild' section of the garden.



Enticing Green

Handcrafted Green

Relaxing, mellow green tea, from farms in peaceful, picturesque Coonoor in the Nilgiri mountains, South India. Two leaves and bud, twirled together to lock in the nutrients and freshness. The end result is an infusion that's mildly astringent and crisp the first time around. Subsequent infusions release a smooth sip, with a sweet aftertaste.



Emperor's Class

Handcrafted Black

One of the best Tippy teas from the Signature Assam Golden black tea variety. The Emperor's Class is a harvest of the twin-leaf, bud combination taken from a very special, small organic tea farm in Latumoni. The flavour released when brewed is fruity - with whiffs of apricot, raisin, peach and honey flavoured aftertones. The initially malty body mellows to house these fruity notes in this full-bodied brew. A unique, handcrafted offering, produced in extremely limited quantities of only 4 kgs a day.



Emperor's Choice

Handcrafted Black

A fine crafted second flush, hand-rolled black tea from the most preferred clone grown in the mountains of Darjeeling known as AV2. This is one of the smoothest Highlander black teas, with very low briskness that makes an extremely flavourful cup filled with floral and fruity notes. Prominent, distinct muscatel punches can also be experienced throughout the cup, before it signs off with an oaken, woody finish. These AV2 clones are known for producing some of the finest, most exceptional white teas during Spring and Autumn.



Assam Elegance

Handcrafted Green

A fine crafted batch of Assam Green tea, from the tender two leaf and bud. The choicest wild seed plants are hand-rolled to give Assam Elegance an unparalleled, superior finish. The brew offers a strong vegetal cup with hints of herbs and a savoury feel. To be relished at any point of the day.



Why Avetea ?

WE'RE TEA LOVERS

We understand good tea simply because we've been intensely and intimately connected to tea for decades now. Some of us are second generation tea connoisseurs and know good flavours and quality the minute we smell and taste them.

SMALL GROWERS

We explore India for you. To locate the best produce from Small Growers. To ensure that their creativity does not go unheard, unseen and most importantly unsavoured. We work to assist and grow with them.

ORGANIC GROWTH

It matters deeply to us that the last of the artisan farmers, who are cultivating tea organically be nurtured and supported to continue their work as long as possible. We know that an ethical, win-win situation for all is possible for all participants in this process.

HANDCRAFTED

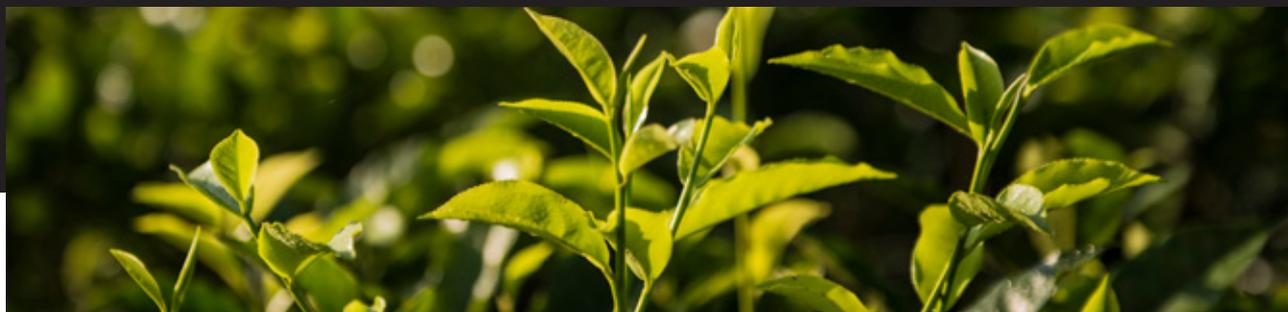
We've made a deliberate and conscious decision to shift from a mechanized pace, and tap into older and deeper roots, that have been carved out by the lives and times of generations of artisanal farmers who have blended into the elements, experiences and flavours of the land that they come from. These are the narratives our flavours hold.

EXOTIC TEA

We continuously explore and improvise the production methods of our tea to ensure that we always, always have nothing but the best. So far, we've experimented with more than 100 flavors to arrive at these chosen Eight.

WE'RE CONSISTENT

We ensure that the difference in flavours, that naturally occurs across seasonal changes, is minimal. Each time you taste a product from us, it will more or less be similar to what you experienced when you first tasted it!



Stories of the Farms

Over the past 4 years, we've scoured ancient tea-lands, and established relationships with small farmers who've been farming tea for decades. Our relationship with them is based on mutual respect, a common desire to reach appreciative markets, while retaining the traditional processes – and of course, our love for this ancient brew! Each of their stories is unique, and we'd like to share a few with you.

Mr. Buddhasingh's farm is located in a tea village - Mandal Gaon, set on the Himalayan mountain slopes of Darjeeling, 5500 ft. above sea level. A farmer following traditional, organic methods for growing his tea, as well as for the vegetable crops he grows. Before joining the AveTea family, he sold his green leaves to the nearby tea factory, with no say on pricing – a sterile, transactional relationship, with no connect to his buyer, or to the end user. Things have changed now. Last year, with a lot of encouragement from us, he set up a traditional micro tea processing plant to produce speciality teas – producing some scintillating artisanal teas! His small team consists of himself, his wife, son, daughter and four permanent workers.

Mr. Rebo was a schoolteacher, who planted a few tea bushes on a small plot of land that he owned, in the 90s. The small scale plantation in Koliapani, though tiny in comparison to most tea farms, grew slowly and steadily. From the initial seeds gathered from an abandoned tea farm in neighbouring Nagaland, this family farm was expanded by his two sons – Rana and Sanku in later years. They remember the old days of carrying the leaves on their bicycles to the tea factory, being offered meagre prices - sometimes being turned down outright,

and even abandoning the whole lot on the streets in despair, when the factory would refuse to take small consignments from small farmers. Rana, Mr. Rebo's son switched to organic, sustainable methods of cultivation, seven years ago. In May 2016, the brothers began a micro organic tea factory, which follows a typical process of double hand-rolling the teas before drying – which gives a fine finish to the leaves. Thanks to their love of experimentation and passion for creating artisanal tea, this location is one of the centres that AveTea uses as an experimentation centre – a hub that has yielded to us some of the finest artisanal Oolong, White, Green and Black teas from the Assamica clones.

Joydev Brahma & Joydev Brahma Jr. are a father-son duo who own 2 plantations. A 17-year-old farm in Udalguri, Assam, and another (totally organic), 9 years old, on the Bhutan-india border.

Their commitment to being all natural extends to not even using vermicompost, natural fertilizers or any other stimulants to increase production. They have instead devised an innovative method of pest control – creating a buffer zone around the plantation so that the entire ecosystem is undisturbed in the area, and the indigenous trees, shrubs and birds help in keeping the zone naturally pest-free! Joydev Brahma Jr. is fully engaged in the family business, having left his mainstream career to continue the family legacy, while feeding his passion for the art of handcrafted teas. His focus is on creating fully organic/chemical-free, quality handcrafted teas that possess a purity and quality that is recognized globally.