

Goodricke Group Launches Four Exclusive Brands of Assam Single Estate Tea



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Shajid Khan 4 March 2023 29279 views

Tea giant Goodricke Group launched four exclusive brands of Assam Single Estate Tea at the Guwahati Tea Auction Centre Tea Lounge on Friday, commemorating 200 years of the Assam tea industry. The range comprises select teas from four of Goodricke Group's tea estates, namely Dejoo, Harmutty, Amgoorie, and Borbam TE located in the Brahmaputra Valley. The Assam single estate range includes both CTC and Orthodox teas, crafted with the finest handpicked leaves and named after their tea gardens. The four varieties offer malty and musky notes and are the preferred choice for tea sommeliers for their rich texture, smoothness, and full-bodied liquor.

At the launch event, Atul Asthana, MD and CEO of Goodricke Group Limited, reiterated the company's commitment to bringing quality and authentic tea experiences to consumers. He asserted that the single estate teas are a tribute to Assam tea connoisseurs who seek a rich, superior, and authentic taste of the finest Assam teas. The launch was attended by several dignitaries, including Vice-President, Consumer Division P.T Krishnan, Goodricke Group General Manager (Operations) Talat Ahmed, and Executive Director Tea Board of India, North Eastern Zonal Office, Arunita Phukan Yadav, among others.

Goodricke Group Limited is an India-based tea producing company headquartered in West Bengal, and a part of the UK-based Camellia PLC UK – the world's largest private sector tea producer. The company has a total of 12 tea gardens in Assam, with 10 in the Brahmaputra valley and 2 in the Barak valley.

Shajid Khan

Recipient of The Annual Colosseum Awards 2014 & 2015 (by The Assam Tribune group), Shajid Khan is an Independent journalist based in Assam. He has contributed numerous political, socio-political stories for bountiful national, international as well as Assam based publications including The New York Times, Firstpost, The Telegraph. He also pens down analytic commentary on print and web based publications.

BY SHAJID KHAN

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