

Tea appreciation in Kazakhstan

Dilhan C. Fernando and Roshan Tissaaratchy visited Kazakhstan to launch the t-Series boutique teas in a Tea Appreciation event for important hospitality industry figures. The visit incorporated several events and activities organised by Dilmah and its Distributor in Kazakhstan, Raimbek Alco, marking the first step in the Dilmah campaign to bring real tea – tea that is handpicked and processed traditionally as against CTC teas which are produced by a newer, short cut method – to discerning tea drinkers in Kazakhstan.

The event was held at the prestigious Almaty Intercontinental Hotel with the gourmet t-Series being presented to the select guest list. Dilhan led the presentation team with an introduction to a variety of teas which included audio visual presentations on Dilmah Corporate, Tea Sommelier and Thé Culinaire, and the MJF Charitable Foundation. A presentation was also made on Seasonal Flush teas that included a competition for which the lucky winner was presented with a limited edition Seasonal Flush caddy.

In the celebration of tea, a flamboyant cocktail demonstration was performed by accomplished Polish barman and Coordinator of Dilmah t-Series Marketing & Training in Poland, Jerzy Czapl. Jerzy's demonstration included an introduction into the boundless variety of tea and its great versatility for creating exceptional t-Cocktails, t-Mocktails, t-Shots and t-Shakes. Earlier, Jerzy and Dilhan had conducted a cocktail workshop for key local barmen, who were each presented with a certificate upon completion, and who participated in preparing cocktails for the audience to sample.

Quality comes at a price though and in his speech to the guests, Dilhan said, "The t-Series is a very exclusive selection of teas, some very rare, limited to a few hundred caddies only, and all of a very high quality. These are not teas that everyone can afford since we follow very painstaking, artisanal methods in ensuring that the quality of these teas are perfect. For the discerning gourmet though, who appreciates quality, these fine teas are worth the price."

