



TFWA Cannes 2018

Press Release 31/07/18

The East India Company Celebrates a modern blend of two tea traditions, with the exclusive launch of our Matcha&Chai Blend Green Tea at TFWA Cannes 2018

(The East India Company; Red Village J 1)

The contemporary fusion of these two famously distinctive and exotic teas, creates a harmonious balance of refreshment and comfort to reset, revive and restore inner balance.

Joining our family of NEW Wellness teas and infusions, pure Matcha is fused with all-natural Chai spice – an intriguing and invigorating synergy of two traditions for a taste of adventure and a moment worth pausing for.

MATCHA&CHAI TASTING NOTES:

"This exquisite Matcha is a lovely vibrant green colour with the revitalizing pungency of classic natural spices. This tea has a delicate, smooth, balance, refreshingly enriched with a creamy taste".
Lalith Lenadora, Tea Master

Experience as a booster shot in the morning in place of an espresso or with milk as a latte. Try with Soya or Almond Milk for a varied profile, or with sweetened Condensed Milk for a twist on the classic Indian Masala Chai.

INGREDIENTS:

Matcha, Cardamom, Ginger, Cinnamon and our secret Bombay spice mix

ORIGIN:

Our Matcha Green Tea comes from a garden run by the Hattori Family in Japan. We consider passion and commitment as given, but Hattori-san's creativity resonated with our Tea Master. Great Matcha provides a flavour and experience unique in the world of tea. The base 'Tencha' must be grown by alternating the time the tea is shaded and in sunlight, which gives Matcha its unique character and fresh lime green colour. Hattori-san grinds the Tencha in a traditional stone mill just before shipping, ensuring freshness.



Notes to Editors:

About The East India Company

Four hundred years ago, The East India Company was established by pioneering English merchants under royal charter issued by Queen Elizabeth I. It influenced Britain's dining tables through the introduction of exotic ingredients and flavours, but more fundamentally, it changed the world's customs, tastes and ways of thinking. It created new communities, trading places, cities and shaped countries and commercial routes. It minted its own currency, brought tea to India and China, founded Singapore, was a patron of the arts and introduced many spices, textiles, chintz, silks and porcelain among others to the West.

Our heritage lies with the spirit of those pioneers before us. The East India Company's employees did not set out to change the world. They were merchants who set sail to establish trade routes, to discover and bring back new goods, and in doing so broke down the barriers of the world.

Without The East India Company our world would not be as it is today.

1600 – Queen Elizabeth I grants the Royal Charter to a group of English merchants to set sail and trade in luxury goods from the East.

1601 – Five vessels leave London for the East Indies (or Spice Islands) holding letters of introduction from The Queen. The East India Company's ship 'Red Dragon' is the first to return from the Spice Islands, situated in modern day Indonesia, with pepper.

1603 – The East India Company officers first set out in search of nutmeg, which they found on the Indonesian island of Run. Then one of the most precious spices in the world – for a time it was worth more than gold.

1613 – The East India Company's 'Clove' is the first English ship to reach Japan, signing the first trade agreement between the two countries.

1618 – Treaty obtained from the Emperor Jehangir opened the ports of India to trade

1664 – First tea brought back to Britain as a gift for King Charles II

1733 – Coffee was introduced from Yemen and cultivated on the island of St Helena, governed by The East India Company at that time. It will become one of the most refined and coveted coffees in the world. Napoleon Bonaparte, exiled to the island in 1816 to be held captive by The East India Company, remarked on the fine quality of St Helena coffee, and allegedly even asked for it as his dying wish.

1750 – By this year, The Company imports 4.7 million lbs. of tea to Great Britain

1773 – In America, the Boston Tea Party colonists who objected to the Tea Act passed by the British Parliament, dumped 342 chests overboard three ships, the 'Dartmouth', the 'Eleanor' and the 'Beaver', loaded with tea from The East India Company, sparking the American revolution.

1793 – Sir George Stanton, a company botanist, first records the Chinese habit of scenting tea with Neroli, also known as orange blossom, the first step towards the recipe for Earl Grey tea.

1805 – The East India Company imports distinctively patterned shawls from Kashmir. They were immediately popular, though scarce and expensive. The demand quickly led to their direct manufacture in Britain, especially in Scotland (Paisley and Edinburgh) and 'paisley' soon became world-renowned.

1819 – Sir Stamford Raffles, an East India Company Officer, founded modern Singapore.

1825 – The East India Company officers in Madras add quinine tonic from the fever-tree to gin and the original gin and tonic was born

1848 – Robert Fortune, on behalf of The East India Company, successfully brings tea from China to India and the first tea plantation is established in Darjeeling, enabling the company to manufacture tea throughout the world. India still remains one of the world's largest tea producers.

1873 – The East India Company Stock Redemption Act. The East India Company was effectively dissolved, as The Crown assumed all governmental responsibilities held by The Company by The Act for the Better Government of India. The Company's 24,000-man military force was incorporated into the British Army, and Queen Victoria, the ruling monarch at the time, became the first monarch to use the title 'Empress of India'.

Its legacy was to last forever, as quoted by The Times in 1874, "[The Company] accomplished a work such as in the whole history of the human race no other company ever attempted and as such is likely to attempt in the years to come."

2005 – The East India Company is reborn – Translating a unique heritage and history into a forward-looking, contemporary luxury brand

2010 – The first voyage launched The East India Company Fine Foods flagship store in Mayfair, the heart of the retail district in London

2012 – Currency reintroduced – with the launch of the Mohur and Guinea, The Company relaunched its bullion business and coinage once used throughout the world.

2013 – First fine foods franchise store opens in Kuwait

2016 – 4 retail stores including key locations in Mayfair, Covent Garden and Edinburgh, wholesale partnerships in the UK and franchise operations in Kuwait, Saudi Arabia and Qatar

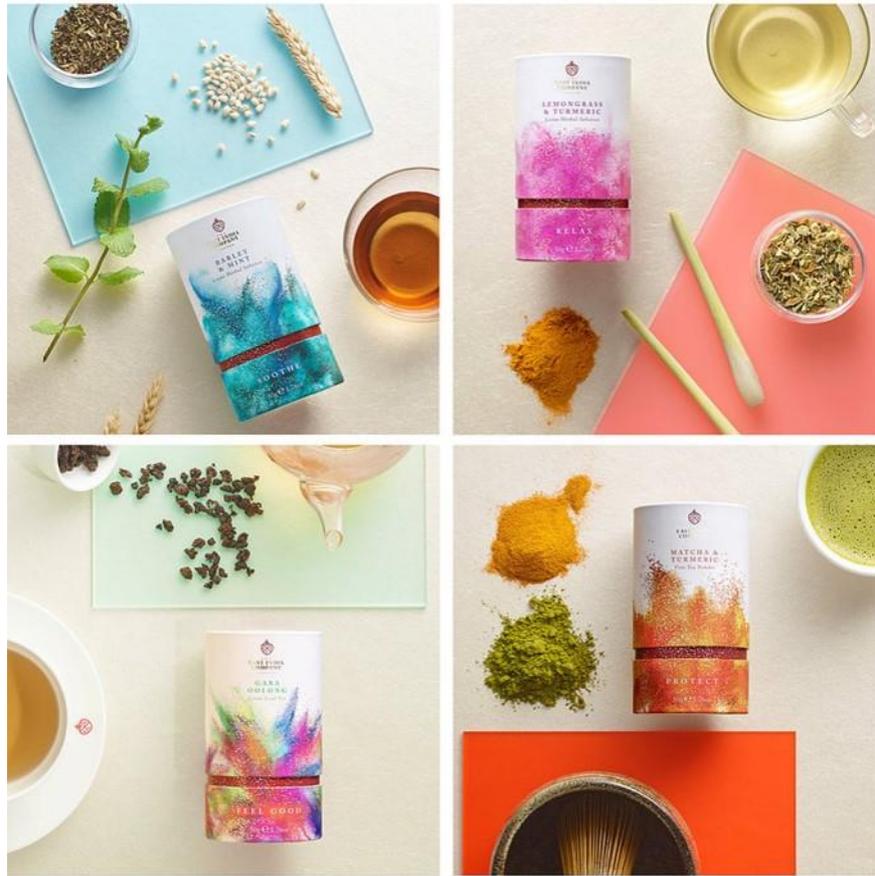
2017 - The East India Company Gin is launched. A luxury gin with an unparalleled heritage, inspired by journeys between East and West. This London Dry Gin is a celebration of our pioneering spirit of adventure, diversity and collaboration with an intrinsic connection to the highest-quality botanicals from around the world.

From the legacy that delivered the London Dry style as well as the ubiquitous G&T, The East India Company has been re-invented for today. Discover with us our remarkable connections between the East and West with 12 selected spices and botanicals from The East India Company's old trade journeys.

Long pepper, Cocoa, Galangal, Green Cardamom, Nutmeg, Amchur (Mango), Sweet Orange, Angelica, Licorice, Orris Root, Coriander and Juniper come together in a spicy, warming, fresh and citrus symphony that hints at the exotic while also balancing perfectly in a classic cocktail.

2018 – First restaurant franchise project to open in Saudi Arabia

WELLNESS TEAS & INFUSIONS INSPIRED BY NATURE



With well-being in mind our range of teas and infusions will help to reset, revive and restore your inner balance. Made with all-natural ingredients each delicious cup creates a moment worth pausing for.

As with all of Thee East India Company's fine food products, the alchemy of remarkable connections, captivating ingredients, age-old recipes and innovative artisan skills fuels our passion, kindles our curiosity and leads us on culinary adventures.



RELAX – Lemongrass & Turmeric

50g | RRP £15.00



A wonderful herbal infusion that combines the vibrant and refreshing taste of Lemongrass, with a touch of spice and warmth from Turmeric and Ginger.

Lemongrass: provides an impressive range of medicinal aids, maintaining digestive health, lowering fever, alleviating pain, treating infections and boosting immunity

Turmeric: a natural anti-inflammatory that helps the body fight foreign invaders; lowers the risk of heart disease; may help fight age-related chronic diseases; has incredible benefits against depression

PROTECT – Matcha & Turmeric

50g | RRP £20.00



High in antioxidants, Matcha has been traditionally used over centuries for the Japanese Tea Ceremony. This well-balanced blend of natural warming spices, with the valuable qualities of Indian Turmeric, creates a delicate elixir to restore and invigorate the senses.

Matcha: The rich antioxidants for detoxification; helps in cancer prevention; amino acids enhance mental alertness and clarity; free radical defense for younger-looking skin, and stronger immune defense.

Turmeric: a natural anti-inflammatory that helps the body fight foreign invaders; lowers the risk of heart disease; may help fight age-related chronic diseases; has incredible benefits against depression

FEEL GOOD – Gaba Oolong

50g | RRP £20.00



Hand-picked in Taiwan, this tea is made in small batches with minimal processing, to gently enhance the oxygen-free fermentation process and increase the amount of 'GABA' in the leaves – a nutrient renowned for its soothing effects. Air-dried and lightly rolled, this tea yields a distinct yet exquisite creamy taste with hints of vanilla and a delicate fruity note.

GABA (gamma-aminobutyric acid) is one of the most important brain neurotransmitters for mood regulation and boosting alpha brain waves; produces feelings of calm, lessens the neurological signs of nervousness and stress, increases focus, and aids in falling and staying asleep.

SOOTHE – Barley & Mint Infusion

50g | RRP £15.00



A refreshing blend of Barley, Peppermint, Aniseed and Fennel, this infusion uses ingredients renowned for their effects on body and spirit with properties to calm, soothe and aid digestion. A relaxing and naturally caffeine-free elixir.

Barley: Antibacterial, antioxidant, and anticoagulative; improves blood fluidity and reduces related health disorders; rich in fiber, selenium, magnesium, manganese

Peppermint: famous for its digestive soothing properties; helps with irritable bowel syndrome, colonic spasm and gas, upset stomach and indigestion. It also can be used for muscle pain relief and in joint therapy.

For further information please contact:

Lorraine Jamieson

Head of Global Travel Retail

M: +44 (0) 7958 169 516

E: lorraine.jamieson@theeastindiacompany.com

W: www.theeastindiacompany.com

