

# GOODWYN

## TEA

### Blend for Good

India's leading producer owned young tea brand, passionate about blending the finest and the healthiest teas. Specialty Assam Teas.

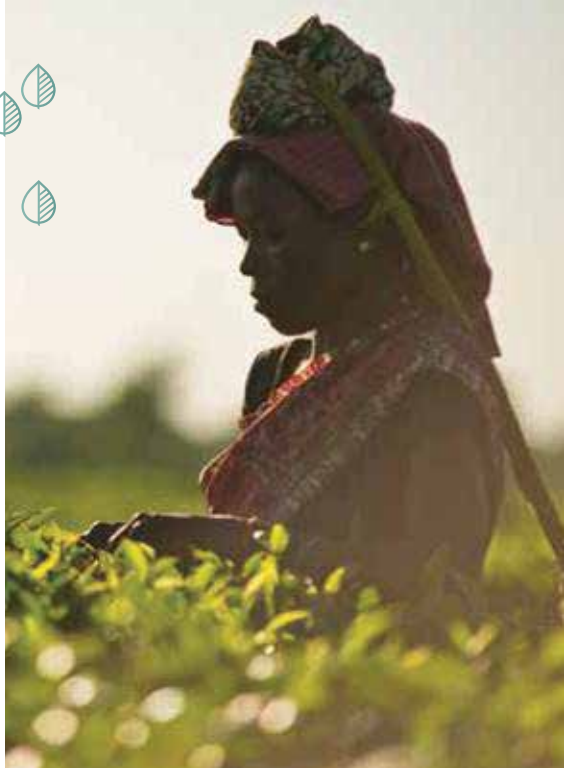
Drink your tea slowly and reverently, as if it is the axis on which the earth revolves -  
slowly, evenly, without rushing towards the future.  
- Thich Nat Hahn



# TETE-A-TETE

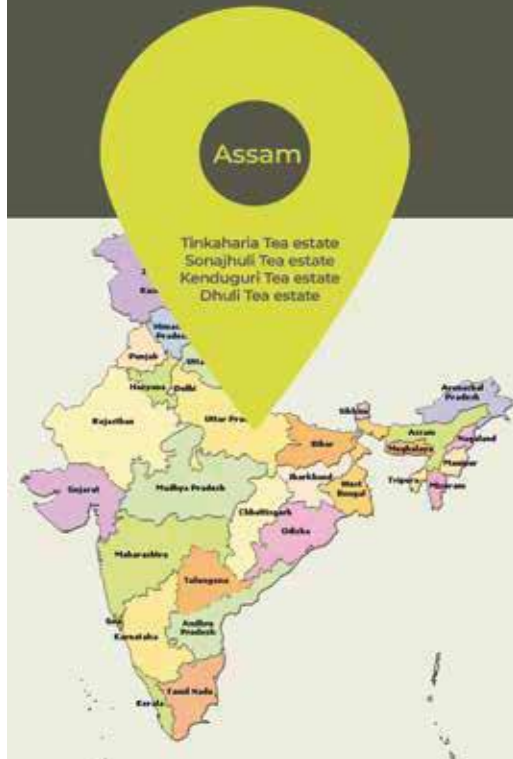
In the age of health conscious millennial, collaborations, partnerships and alliances, why should tea be just tea?

- ☐ Goodwyn is a **producer owned tea brand**.
  - ☐ Fresh from our century old **6000acre tea estates** in Assam.
  - ☐ One of the **Largest Tea Producers** in India.
  - ☐ **Experts in the art of blending**.
  - ☐ More than **50 Unique Blends** to suit one's health, moods and taste.
  - ☐ Estate fresh teas within **72 hours** of plucking.
  - ☐ **Healthiest nutrient** rich teas sourced straight from Goodwyn's own tea estates.
- We believe in **inspiring** people to live healthy through our distinct blends.



# THE GOODWYN BUSINESS MODULE

Freshness from Field to Cup





# THE GOODWYN REACH

Present in more than 5 countries and expanding rapidly



## COMPANY OWNED STORES

8 Retail Stores



## HORECA

900+ 5 Star Hotels & Cafes



## E-COMMERCE

7000+ Orders per month



## RETAIL STORES

400+ stores across North-east India



## CORPORATE GIFTING

250+ Corporate Clients including Sun Pharma, Jaguar, Mankind & many more



## TEA LOUNGE

Guwahati Airport

# THE TEA OF CHOICE FOR THESE PRESTIGIOUS HOTELS





## THE GOODWYN TEA COLLECTION

The Taste of Luxury

# SPECIALTY LOOSE LEAF TEAS

The Darjeeling Ltd

Rhino Assam

Velvet Vanilla

Mount Darjeeling 1st Flush

Purple Earl Grey

Masala Chai

Gulkand Paan

Mango Lychee

Sweet Ginger Peach

Kashmiri Kahwa

Jasmine Green

Dancing Green

Calming Chamomile+

La Menta Peppermint

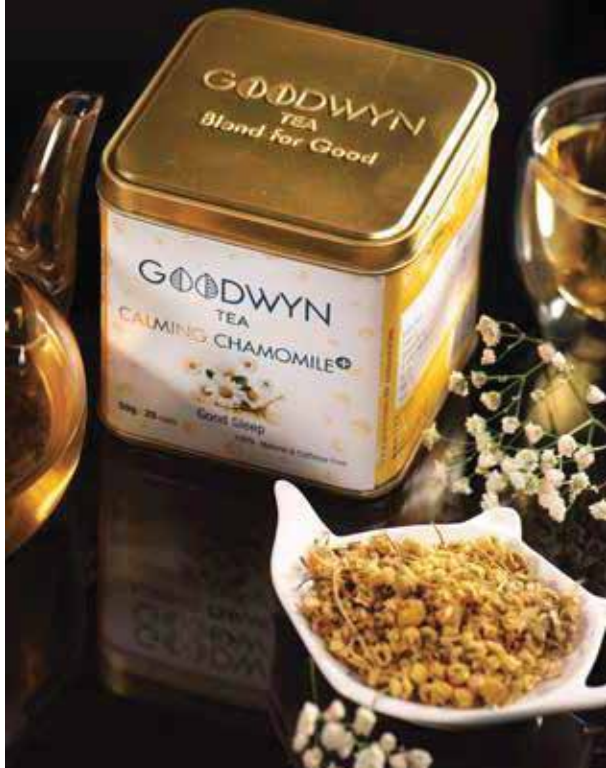
Turmeric Glow

Super Berry

Detox+

Saintly White

Oolong Rose



# STAPLE FREE PREMIUM TEA BAGS

Authentic Assam

The Darjeeling Ltd

Charles Earl Grey

English Breakfast

Upagga Lemon

Masala Chai

Shape of Green

Jasmine Green

Kashmiri Kahwa

Tulsi Immunity+

La Menta Peppermint

Calming Chamomile+

Turmeric Glow

Aloe Cleanse

Digestive+

Kalkatta Paan





# HANDCRAFTED LUXURY TEA BAGS

Dancing Green

Rhino Assam

The Darjeeling Ltd

Charles Earl Grey

Green Sencha

Calming Chamomile+

La Menta Peppermint

English Breakfast

Masala Chai



## MILK CTC TEA (Assam Single Origin)

Straight from the estates of Assam, Goodwyn brings to you CTC tea at it's best. Single origin premium high grown tea packed with the goodness of natural anti-oxidants and flavors that reeks of home, Goodwyn Assam Tea will transport you back to Sir William McKercher's Assam 1930's to give you a taste of original CTC, popularly known as 'Chai' across India.



# INSTANT MASALA CHAI

Chai tastes different when it is prepared by different hands, brewed differently, and stored in different containers. Hence, it's improbable to make Chai that satisfies everyone. As pioneers in giving tea solutions to the Hotel Industry, we took this challenge up and curated our bestselling Special Instant Masala Chai.

Now make consistent chai, quickly and conveniently, every single time, with our Instant Masala Chai.

**Kitchen • Banquets • Rooms.**



# INFUSED TEA COOLERS

Infused Tea Coolers are fruits, herbs, natural flavour infused teas that gives your regular water an interesting edge. Loaded with the health benefits of antioxidants and minerals, it is fondly nicknamed 'the Better Water'.

**Breakfast Areas • Lounge • Spas • Welcome Drinks • Gyms • Pools**

This first of a kind better water has got you all covered.

Super Berry  
Mango Lychee  
Sweet Ginger Peach  
Lemon Grass Ginger  
Apple Cinnamon  
Cucumber Mint  
Orange Spicer



## THE PERFECT TEA COMPANION: Goodwyn Merchandisers and Accessories





## EXPERIENCE

A bespoke assortment of  
teas and co. for your diverse  
user area needs

## WELCOME DRINK

Infused Tea Coolers

## BREAKFAST AREA

Infused Tea Coolers, Milk Tea,  
Staple Free Premium Assorted Tea  
Bags in Chest Boxes & Instant  
Masala Chai



## SPAS & GYMS

Infused Tea Coolers, Jasmine Green,  
Lemongrass and Ginger, La Menta  
Peppermint, Superberry



## LOUNGE & CAFE

Specialty Loose Leaf Teas &  
Accessories, Luxury Tea Bags and  
Silken Pyramids

## BANQUETS & MEETINGS

Milk Tea, Staple Free Premium  
Assorted Tea Bags in Chest Boxes,  
Infused Tea Coolers, Instant  
Masala Chai







## ROOM

English Breakfast, Darjeeling, Rhino Assam, Charles Earl Grey, Masala Chai, Calming Chamomile, Instant Chai-On-The-Go, La Menta Peppermint, Instant Masala Chai

## POOLSIDE

Infused Tea Coolers





## BLEND IN FOR FINESSE

Curating an exquisite  
Tea Menu



Customizing a Special  
Tea Menu



Merchandising Support



Tea Training





## INDULGE

Explore a niche range of feel good gifting concepts for your guests



TEA SCROLL



PILLOW COUCH



ASSORTED TIN



TEA BOOK



INDIAN CUBE BOX

ALLURING CHEST BOX  
WITH ASSORTED TEA BAGS



JUTE BAG  
WITH ROUND TINS

## BLEND IN FOR THE GOODWYN EXPERIENCE

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