

A 35-year Legacy of Qualitea!

Abstract

We have all sipped a flavorsome cup of tea at least once in our lifetime. But what stands out as a cup of 'quality' tea? A cup of pure goodness, warming tastebuds and giving the entire physic a wake-up call. How many can recall the number of times they truly fell in love with a cup of tea and truly indulged in the beverage? A company solely aiming to bring such an extraordinary experience is Qualitea. Built on values dedicated to bringing out the pure essence of tea spanning over a 35 yearlong legacy.

Description

Stemming from a legendary history of the perfect art of blending, taking on flavorsome infusions and never compromising on quality, the world renowned 'Qualitea' brand has remained prominent for 35 years. Built on the firm values of honesty, integrity and loyalty towards customers, Qualitea prides itself in providing the 'best tea' the world has to offer.

A beverage that is consumed for pure enjoyment, health benefit and rejuvenation and not merely for the quenching of thirst, must always uphold the highest standards and exceptional quality. It was on these firm ideals, that the foundation of Qualitea was created and proved itself as a brand of charisma, virtue, finesse and exceptional service.

This esteemed institution, built with the sole motive of gifting the world with the 'best tea', which suites the palates of multiple cultures around the world, was brought to life in 1989, under the name 'Qualitea', a term, that intrigued our founder prior to starting the company. A name that symbolized 'quality' itself was chosen for the simplest reason, to bring nothing but the 'best' to every palate.

Starting off and as a tiny seed, Qualitea flourished in just 2 years, on becoming the 5th largest tea exporter in Sri Lanka. Brought to prominence with its value-added packaging and being one of the forerunners in packeted tea shipments, the brand spread to over 30 countries. Building loyalty, trust and stability along the way, a 35-year long journey can certainly be challenging. Owing that very success to God, family and friends along the way, the journey could never have been possible.

With a natural beverage such as tea, there are multiple blends and infusions that Qualitea is honored for. Our renowned English Breakfast and Best of Ceylon are two key products that pack the best tea that are loved by multiple palates.

For 35 years, Qualitea upheld its name by providing beverages without harm, preserving its natural properties, benefiting consumers towards both body and mind, and never disappointed. With a steadfast will to dedicate the entire portfolio towards tea, it is believed that 'the love for tea' would never diminish over the years. We take pride in knowing this rejuvenating, feel-good beverage' will continue to ease minds and soften stressful days.