

Discover a landscape painted with tea.

Tea Country: The authentic taste of Georgia.



GEORGIAN TEA & CULTURAL ROUTES

Our Mission: Purity, Connection, and Culture.



The Standard

To find the best Georgian tea, grown without pesticides.



The Reach

To share this authentic taste with people from all around the world.



The Goal

To develop a 'Tea Cultural Route' that fosters tourism and secures membership in the Council of Europe's program.



Tea Journey: The Story of Georgian Tea Culture

Our Mission and Vision

Role of Georgian Tea in Ecosystem Preservation

We support and promote the sustainable development of Georgian tea production.



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Main Types of Georgian Tea Varieties



Georgian Tea Minor Categories

A combination of black, green, oolong, white and yellow tea.



Innovative Tea Products

Flowering tea, compressed tea, medicinal plants and flavored tea.

EU Standards Alignment

We are aligned with the EU's "Quality Agriculture" program.



Future Development Plan

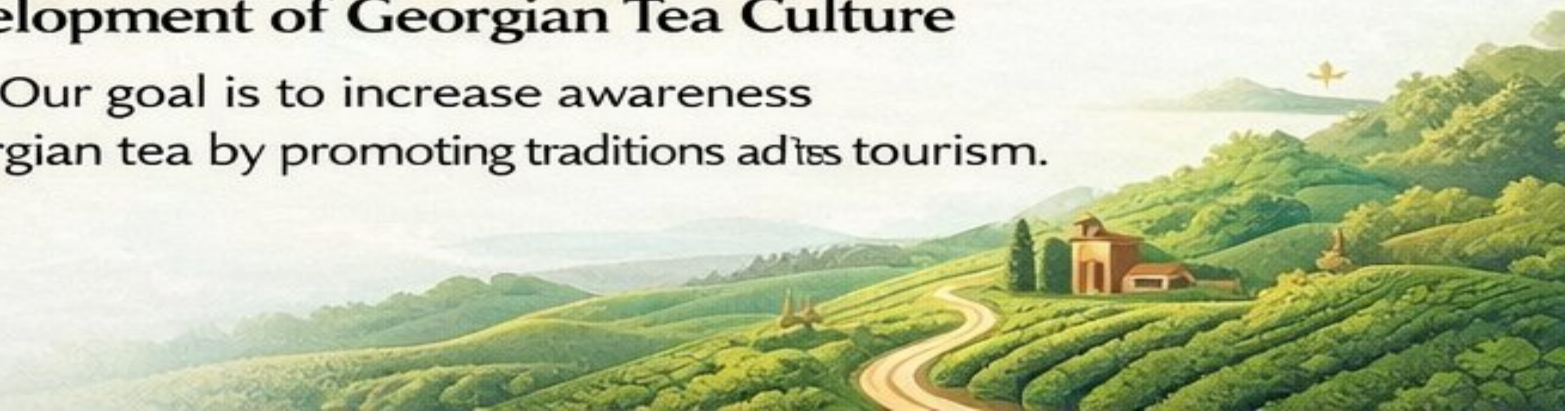
Our next step is joining the international tea association and FAO standards.

EU Standards Alignment

We are aligned with the EU's "Quality Agriculture" program.

Development of Georgian Tea Culture

Our goal is to increase awareness of Georgian tea by promoting traditions and tourism.



Tea Culture in Georgia: The Past, Present, and Future

Georgia is a hidden gem of tea culture, offering a unique terroir where tradition meets modern organic standards.



Georgian tea pickers, from early 20th century.



Authentic Taste

Rediscovering the distinct flavor profile of Georgian black tea.

Living Tradition

Celebrating tea traditions during New Year, Christmas, and Old New Year.

Strategic Revival

Implementing the 'First Marketing Strategy of Georgian Tea' to bring these ancient flavors to the global stage.

The Spectrum of Taste

The best collection of Georgian tea



**Georgian
Black Tea**



**Georgian
Green Tea**



**Georgian
White Tea**



**Georgian
Yellow Tea**



**Georgian
Oolong Tea**

Nature's Infusions.

Beyond traditional leaves, the Georgian landscape offers unique botanical blends.

- **Fruit Varieties:** Blueberry Tea, Citrus Tea, General Fruit Tea.
- **Herbal & Wild:** Herbal Tea, Berry Tea.
- **Highlights:** Buetea Blueberry and Buetea Citrus.





Compressed Spheres: The Art of Tea Pearls.

Tea balls, also known as tea pearls, are compressed balls of loose leaf tea designed to preserve flavor and aroma during aging and storage.

1. **High Quality:** Made from whole leaves to retain flavor and nutrients.
2. **Convenient:** A beautiful visual experience that is easy to carry with no measuring required.
3. **Minimal Waste:** Environmentally friendly with no tea bags or extra packaging.

The Makers and Estates

Curating the finest local producers.





The Tea Cultural Route.

An immersive journey into the heart of the tea fields,
connecting the cup to the earth.

Book your tea cultural tour and discover a landscape painted with tea with us.

Tea Country: A Georgian Cultural Journey

OUR TWO-PART MISSION



OUR OFFERINGS & RECOGNITION



Landmarks & Itineraries.



Dadiani Palace - A historical deep dive.



Anaseuli Tea Institute - Scientific and botanical exploration.



Cultural Museums - Saguramo's State Museum (Ilia Chavchavadze).



Estate Tours - Terjola, Mamati, & Natura Tea Company.

Social Stories & Atmosphere.

“Wherever you are drinking your tea, whether at work, in a cafe, or at home, it is wonderful to allow enough time to appreciate it.”

Cafe-bar Skhveni
Lato body copy

Prospero's Books (Literary tea cafe)
Lato body copy

International Recognition: The 2024 Visegrád Forum.

Tea Country officially introduced the 'Tea Cultural Route' as a candidate member for the Cultural Routes of the Council of Europe program.

Forum Scale

350

Stakeholders
welcomed

41

Member States
represented

48

Certified Cultural
Routes



Institutional Partners & Certifications.

International Bodies

Council of Europe

FAO Georgia (Food and
Agriculture Organization)

University of Azores

Chamber of Gulf Countries



National & Regional Authorities

Ministry of Culture (Georgia)

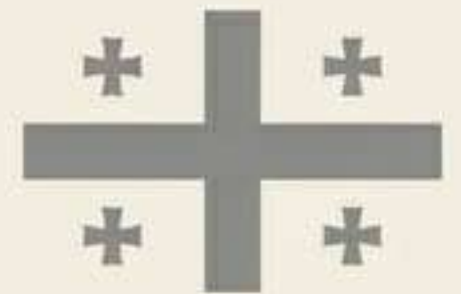
Ministry of Agriculture (Georgia &
Adjara)

Ministry of Economy (Abkhazia)

Georgian National Tourism Administration

Georgian National Museum

Enterprise Georgia



Be a Part of Our Journey

From the first marketing strategy of Georgian tea
to a certified **European Cultural Route**.

**Never miss any news and be the first to know
about sales and offers.**



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