

ITea – Weikfield’s success story of Bio-Tea**Breakthrough in Europe was achieved at BioFach – Individual cooperations planed this year**

India has more to offer than only opportunities in the IT-sector. As a result of the booming computer industry, India’s other famous export, its world-renowned tea, has almost been forgotten. Weikfield manufactures naturally flavoured organic teas by using all its skills to return tea to its former glory. Since last BioFach the Indian company has written a story of success with organic teas certified in accordance with EU-Regulations. In 2005 the tea blender presented its own brand for the first time. Till that time Weikfield produced teas under contract for various international brands. “The feedback at BioFach 2005 exceeded our expectations by far”, says Mukesh Malhotra, Managing Director. “We came with the right product at the right time.”

Available are organic Green and Black Teas in seven flavours carefully packed in an elegant and upscale box. An “aromasafe” sachet, in which the tea bag is sealed, preserves the flavour and freshness. Björn Gehrman, Sales and Marketing Manager Europe, remembers the development that went into preparing the final product. “It also took us several months to establish a logistics service to facilitate the supply from India directly to our customers to meet with their schedules”, says the German, who works in India. “Now we proudly announce that the genesis of our sales to Europe took place at BioFach.” Weikfield believes in direct interaction with the customer and focuses on tasting and promotion at the POS. “This enables us to perfectly tailor our product to meet the needs and aspirations of our target market”, says Gehrman.

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For more Information please contact:

Björn Gehrman, Sales and Marketing Manager Europe and Latin America
Weikfield Products Company, Weikfield Estate, Nagar Road, Pune 411014, India
Phone: +91 – (0)20 – 305 85 600 bjoern_gehrman@weikfield.com
Mobile (Germany): +49 – (0)160 – 176 11 30

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