

An award winning brand in ‘Great Taste’



We have been wining awards since the year we started applying

2020 - 2021 - 2022 - 2023 - 2024



Great Taste is the world's largest and most trusted food and drink accreditation scheme.

The judge panel of this scheme has over 500 experts who provide honest, straightforward and impartial feedback from chefs, buyers, food writers and retailers.

Whether the product receives a 1-, 2- or 3-star accolade, Great Taste stars are highly respected seals of approval.

It is with great pride we announce the 'Great Taste' winners of Basilur in the past five consecutive years.


BASILUR
TEA
EARL
GREY
FOIL ENVELOPED 20 TEA BAGS
EXCLUSIVE PREMIUM QUALITY
BASILUR
TEA
EARL
CEYLON BLACK TEA
GREY
Specialty
CLASSICS
FOIL ENVELOPED 20 TEA BAGS
NET WEIGHT 40g / 1.41 Oz

Year 2024

(1) Island of Tea - loose leaf tin caddies



70284 - 100g Gold



70283 - 100g Special

(1) Island of Tea - loose leaf tea packets



70248 - 100g Gold



70342 - 200g Gold



70247 - 100g Special

(1) Island of Tea - Tea bags



70243 - 20E Gold



71009 - 100ST Gold



70481- 25ST Gold

ALL products of Island of Tea Gold range are now accredited with Great Taste awards!!!!

This range has 100% pure Ceylon black tea certified with the Lion logo..

This is a clear wining range & it's time we make an extra effort to maximize sales of it. Let's make this very recent award a weapon & fight with competition in our markets.

What's so special about this tea?

100% Pure Ceylon Black tea - d*arker cup of tea - tea from Ruhuna/Sabaragamuwa regions of Ceylon - low grown tea*



CEYLON TEA
SYMBOL OF QUALITY

(2) Specialty Classics - Tea bags



70745 - 10E Earl Grey



70177 - 20E Earl Grey



70838 - 100ST Earl Grey



70868 - 25ST Earl Grey

(2) Oriental Collection - Tea bags



70416 - 25E Magic Nights



70849 - 25ST Magic Nights



71608 - 25ST Persian Earl Grey


EXCLUSIVE PREMIUM QUALITY
BASILUR
TEA
PREMIUM WHITE TEA
STRAWBERRY VANILLA
PACKED IN SRI LANKA
白茶

Year 2023

White Tea - Loose leaf tea & tea bags



72187 - 100g Peach Rose



72166 - 20E Mango Orange



Year 2022

Vintage Blossoms - Loose leaf tea

We won *2-stars for the first time in the history!!!*



72140 - 100g Citrus Bliss tin caddy

great taste® ★★ 2022



72155 - 75g Citrus Bliss

CEYLON TEA
SYMBOL OF QUALITY

Fruit Infusions - Tea bags



72088 - 25E Wild Rose



Previous years

Year 2021

70172-00 Leaf Of Ceylon - Uva 100 ST - 1-Star
70483-00 Leaf Of Ceylon - Uva 25 ST - 1-Star
70259-00 Leaf Of Ceylon - Uva - 25 EN - 1-Star

72093-00 Cold Brew Coconut Pineapple - 20 EN - 1-Star

71997-00 Oriental Caramel Dream - 25 EN - 1-Star
72102-00 Oriental Caramel Dream - 10 EN - 1-Star



Year 2020

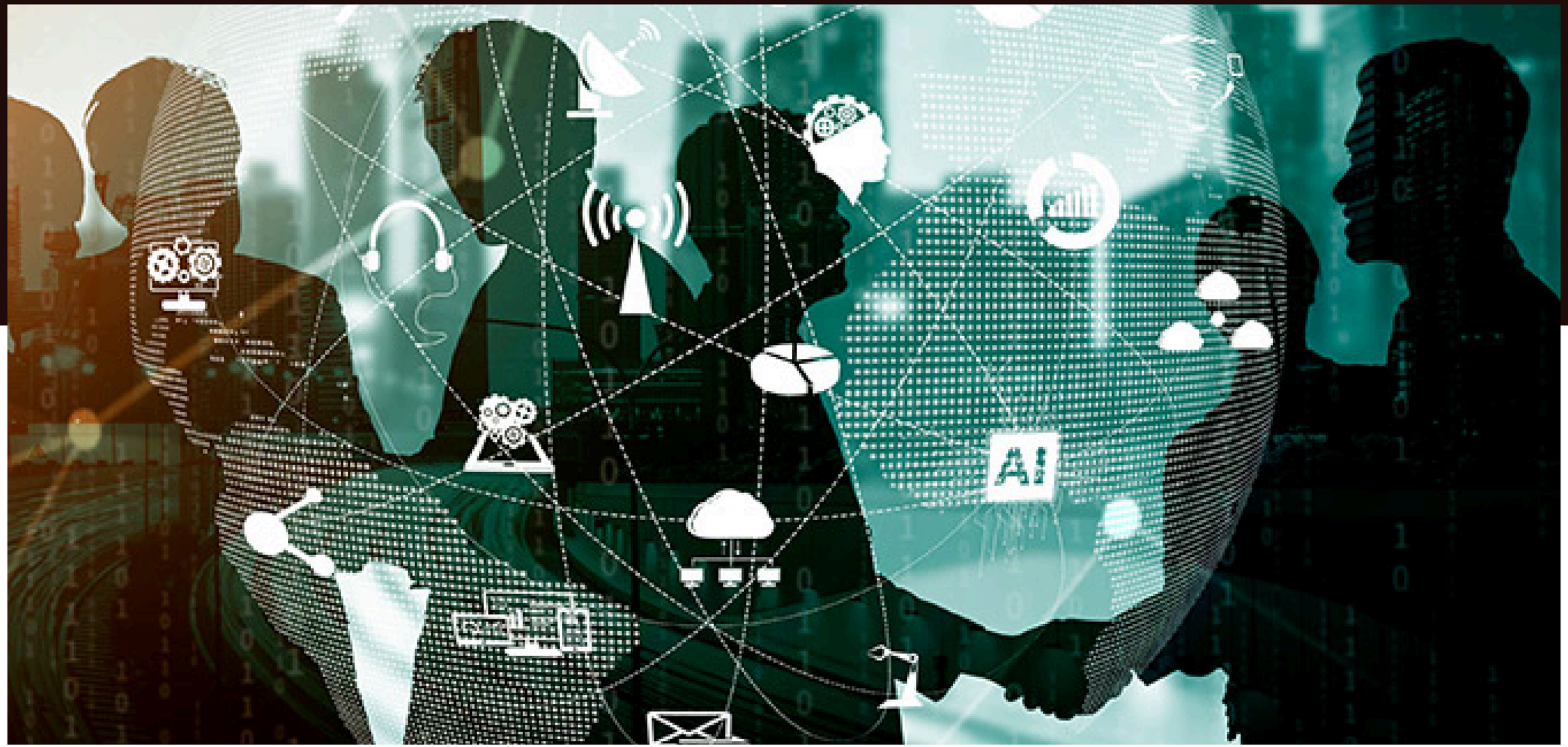
70153-00 Bouquet Cream Fantacy - 25 EN- 1-Star
70707-00 Bouquet Cream Fantacy - 10 EN - 1-Star
71765-00 Bouquet Cream Fantasy- 25 ST - 1-Star

70391-00 Four Seasons Autumn Tea - 25 EN - 1-Star
70741-00 Four Seasons Autumn Tea - 10 EN - 1-Star

70838-00 Specialty Classics Earl Grey - 100 ST - 1-Star
70868-00 Specialty Classics Earl Grey - 25 ST - 1-Star
71679-00 Specialty Classics Earl Grey - 50 EN - 1-Star
70177-00 Specialty Classics Earl Grey - 20 EN - 1-Star
70745-00 Specialty Classics Earl Grey - 10 EN - 1-Star

70841-00 Specialty Classics English Breakfast - 100 ST - 1-Star
70869-00 Specialty Classics English Breakfast - 25 ST - 1-Star
71683-00 Specialty Classics English Breakfast - 50 EN - 1-Star
70184-00 Specialty Classics English Breakfast - 25 EN - 1-Star
70743-00 Specialty Classics English Breakfast - 10 EN - 1-Star





Our communication plan & materials

We have done the hard work - let’s communicate it effectively to enhance our sales & offtake

‘Great Taste’ logo printing on the packs of all award wining products of 2024.

Coming soon…

News letter to the website customer base announcing the achievement & linking each product to the web cart for purchases.

Stories & carousal posts on both Facebook & Instagram platforms clearly featuring the product, key comment from judges & the Great Taste logo.

We have done the hard work - let’s communicate it effectively to enhance our sales & offtake

GREAT TASTE
AWARD WINNER



“Easily enjoyable”

GREAT TASTE
AWARD WINNER



“Beautiful quality of leaf”

GREAT TASTE
AWARD WINNER



“Good strength and hardness”

We have done the hard work - let's communicate it effectively to enhance our sales & offtake

GREAT TASTE AWARD WINNER



"Lovely bright amber liquor and impactful bergamot aroma"

GREAT TASTE AWARD WINNER



"Good quality tea base"

GREAT TASTE AWARD WINNER



" Innovative combination and harmonious citrus notes"

We have done the hard work - let's communicate it effectively to enhance our sales & offtake

A separate landing page on the website featuring all the products that won Great Taste awards.

https://www.basilurtea.com/collections/great-taste

Communication on the Basilur Tea Talk global community group on Facebook.

Coming soon..

Detailed blog article with a summary of Judges' comments on each product on the Basilur Linkedin page.

https://www.linkedin.com/posts/basilurtea_basilur-tea-once-again-shines-at-the-great-activity-7236349693557891073-70uM?utm_source=share&utm_medium=member_android



A special video by Mr.Hemantha Perera explaining the award wining products & the specialty of each of the teas.

Coming soon...

Marketing content & materials

You may use the same materials we have used on our global platforms to communicate this achievement.

All materials are saved in the below link. Download now & let’s make a noise on this achievement together as a Global family!

https://drive.google.com/drive/folders/1VlaWb_WcPH7TTe2BSwJXWggzrklDKjlr



Thank You