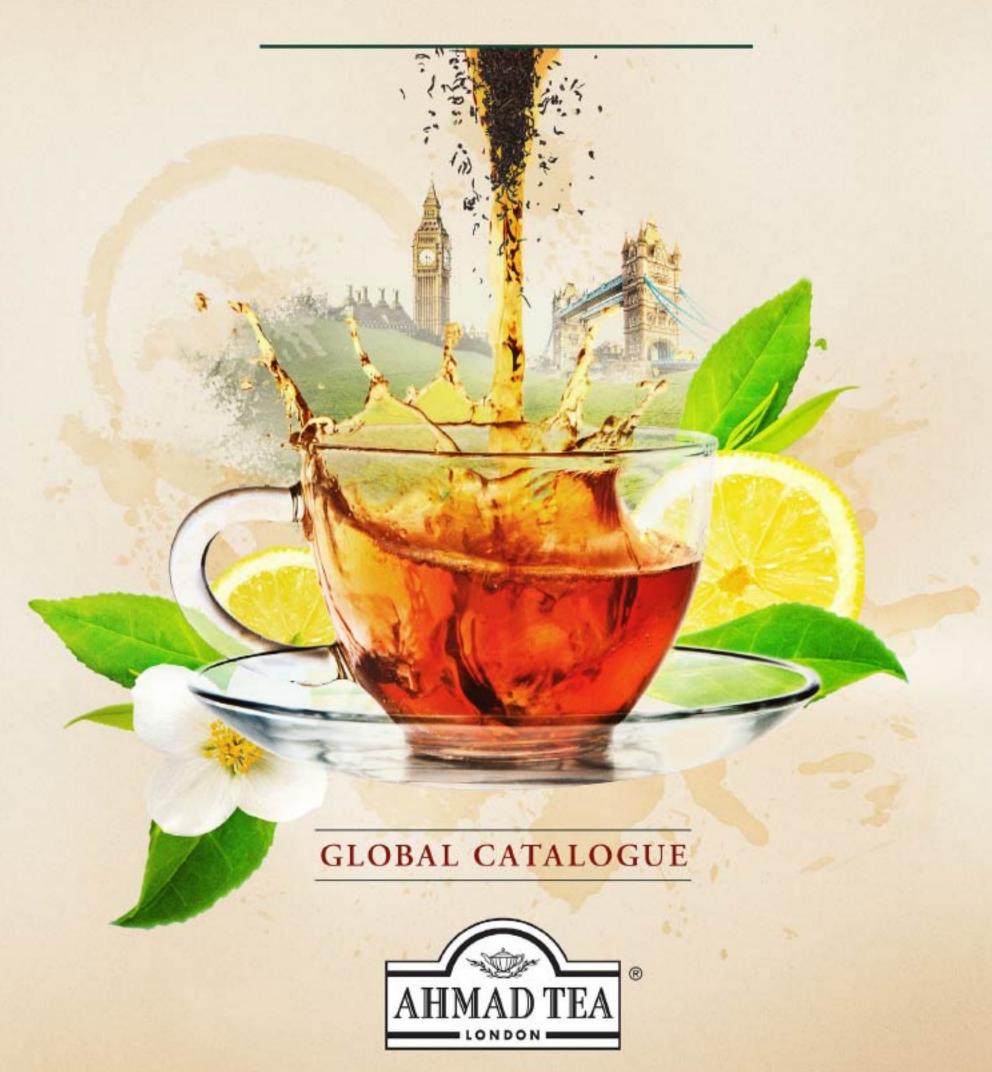


SHARE OUR LOVE OF EXTRAORDINARY TEA



INVITE THE WORLD IN

OUR STORY

Any years ago, our Chairman and Chief Tea Taster Rahim Afshar was inspired by a dream to make the world a better place. He embarked on a journey with his brothers to find the world's finest tea gardens and blend the world's most extraordinary teas.

Today, Ahmad Tea brings over 30 million cups of tea a day to tea lovers in more than 80 different countries, making great tea available to all, from global cities to tiny villages; a tea so pleasing that once you taste it you will never settle for anything less. We taste each infusion seven times from garden to cup, fulfilling our Chairman's promise never to sell tea he wouldn't drink at home.

As a company, we fulfil our sense of responsibility towards others through the 'Inspiring Kindness' principle, which dedicates a percentage of our profits to charity so we can share our success with those who need it most.



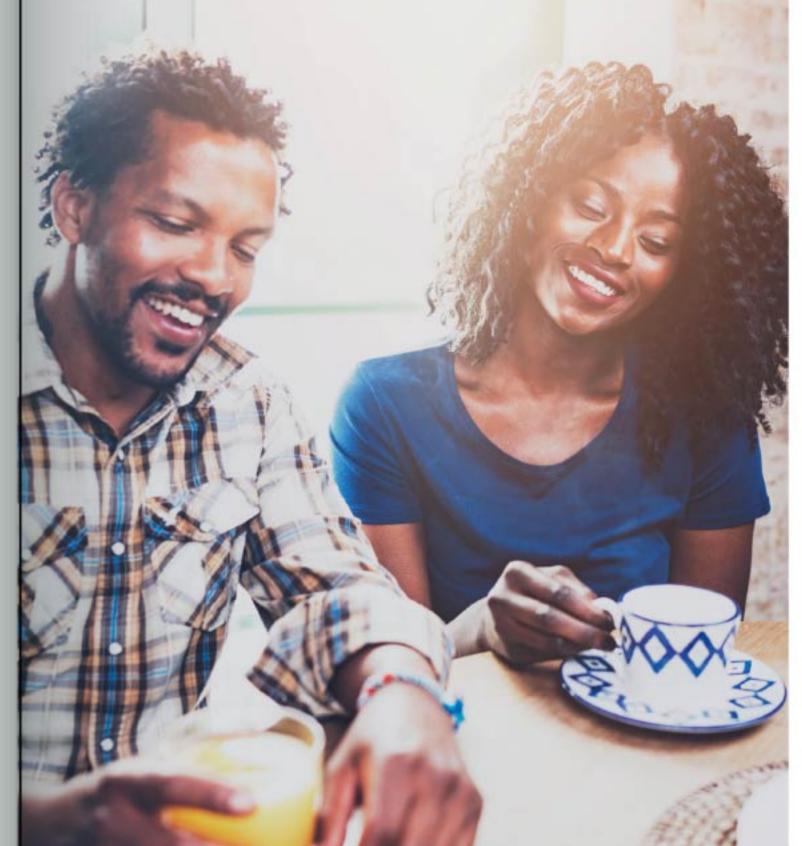
INSPIRING THE LOVE OF TEA

We want to inspire tea drinkers with our passion and commitment to quality. We honour the role played by a cup of Ahmad Tea, from everyday moments of quiet reflection to times of joyous celebration.

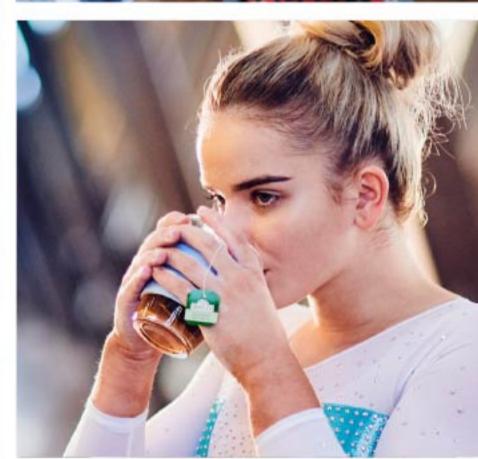
We go to incredible lengths to make the world's most exceptional tea available to everyone, everywhere, because we are on a mission to inspire the love of tea in every single tea drinker.

Our dedication to pursuing our dream takes us on journeys of extraordinary discovery, building lasting friendships, and making a commitment to respect and care for the tea trade every step of the way.

Our desire to master our art drives us to dance with flavour, play with fusion and share our passion. Uniting people in tiny villages and huge cities across the globe in the shared love of great tasting tea.













INSPIRING KINDNESS

We believe that the world doesn't change. People change it. Kindness, authenticity and giving back unconditionally are the foundations of what we have done since we started our business. It is the right thing to do; it comes from the heart.

Through our Kindness Programme, we dedicate a percentage of our profits to help the people and communities where we source and sell our tea. By working this way we can make sure that the tea trade we love, and the people who work within it, can continue to thrive.

We are so proud to have been involved in different projects around the world that support people where there is need. The Razavi Hospital Project continues to improve cancer treatment in Sri Lanka and our work with Oxfam in recent years enables us to provide safe drinking water in Niger.

We are committed to sustainable business practice, such as reducing carbon emissions, reducing reliance on plastics, harnessing solar power and making efficiencies in our recycling and waste management systems.

So, in a small way, every cup of Ahmad Tea helps to make the world a better place.













LOOSE BLACK TEA

Black tea is loved the world over – and for good reason. There is a black tea for any and every occasion, from a sophisticated Earl Grey tea to your comforting everyday English Breakfast. Loose tea is the classic way to enjoy your tea, perfect for discerning tea lovers. Enjoy our signature blends, single origin teas or our intriguing flavoured loose teas.



Ceylon Tea Standard 5004 584 Pkt of 100g Loose Tea 637 Pkt of 250g Loose Tea 579 Pkt of 500g Loose Tea



Ceylon Tea Long Leaf Standard 92 887 Pkt of 100g Loose Tea 892 Pkt of 250g Loose Tea



English Tea No.1 899 Pkt of 100g Loose Tea 900 Pkt of 250g Loose Tea



Earl Grey Tea 859 Pkt of 100g Loose Tea 860 Pkt of 250g Loose Tea



Finglish Breakfast
799 Pkt of 100g Loose Tea
809 Pkt of 250g Loose Tea
968 Pkt of 500g Loose Tea



Darjeeling Tea 801 Pkt of 100g Loose Tea







Lemon Tea 867 Pkt of 100g Loose Tea



Assam Tea Standard 135 800 Pkt of 100g Loose Tea 706 Pkt of 250g Loose Tea



Classic Black 1567 Pkt of 100g Loose Tea

LOOSE GREEN TEA

Green tea has been grown and enjoyed in China for over 5,000 years. Cherished for their antioxidant properties and fragrant flavours, our green teas are delicious anytime of the day. Enjoy our classic or flavoured loose green tea varieties.



Green Tea 802 Pkt of 100g Loose Tea 856 Pkt of 250g Loose Tea 857 Pkt of 500g Loose Tea



Jasmine Green Tea 954 Pkt of 100g Loose Tea 955 Pkt of 250g Loose Tea



Gunpowder Green Tea 759 Pkt of 100g Loose Tea

EARL GREY BLACK TEA WITH BERGAMOT FLAVOUR

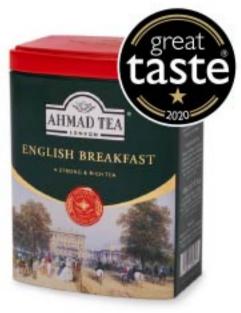
ENGLISH SCENE CADDIES

We keep alive the spirit of tradition with our charming range of loose tea caddies. Decorative caddies arrived not long after tea was first introduced to Europe as a way for the wealthy to protect and show off their expensive new import. The loose leaf tea in our English Scene Caddies comes foil-wrapped for freshness, ensuring the perfect brew every time.

LOOSE TEA BLACK TEA & GREEN TEA



English Tea No.1 629 100g Loose Tea Caddy 621 200g Loose Tea Caddy



English Breakfast 627 100g Loose Tea Caddy 620 200g Loose Tea Caddy



Darjeeling Tea
901 100g Loose Tea Caddy
622 200g Loose Tea Caddy



Ceylon Tea 630 100g Loose Tea Caddy 623 200g Loose Tea Caddy



Earl Grey 628 100g Loose Tea Caddy **593** 200g Loose Tea Caddy



Green Tea 635 100g Loose Tea Caddy



Jasmine Green Tea 648 100g Loose Tea Caddy

FOIL-WRAPPED



BLACK TEA

Black tea and flavoured black tea



20 Foil-Wrapped Teabags 551 Earl Grey Also Available in 10 323 Earl Grey



20 Foil-Wrapped Teabags 563 Ceylon Tea Also Available in 10

321 Ceylon Tea



20 Foil-Wrapped Teabags 842 Decaf. Earl Grey



20 Foil-Wrapped Teabags 616 English Tea No.1 Also Available in 10 326 English Tea No.1



20 Foil-Wrapped Teabags 559 Darjeeling Tea Also Available in 10 322 Darjeeling Tea



20 Foil-Wrapped Teabags 847 Decaf. Evening Tea



20 Foil-Wrapped Teabags 555 English Breakfast Also Available in 10 325 English Breakfast



20 Foil-Wrapped Teabags 097 Cardamom Tea



20 Foil-Wrapped Teabags 398 Classic Selection

FRUIT BLACK TEA

Fruit flavoured black tea with real fruit pieces



20 Foil-Wrapped Teabags 694 Apple Refresh



20 Foil-Wrapped Teabags 953 Apricot Sunrise



20 Foil-Wrapped Teabags
710 Blackcurrant Burst

Also Available in 10 (subject to minimum order quantity) 425 Blackcurrant Burst



20 Foil-Wrapped Teabags 1785 Chai Spice

Also Available in 10 (subject to minimum order quantity) 2044 Chai Spice



20 Foil-Wrapped Teabags 695 Cinnamon Haze



20 Foil-Wrapped Teabags 697 Lemon & Lime Twist

Also Available in 10 (subject to minimum order quantity) 427 Lemon & Lime Twist



20 Foil-Wrapped Teabags 698 Mango Magic

Also Available in 10 (subject to minimum order quantity) 428 Mango Magic



20 Foil-Wrapped Teabags 699 Peach & Passion Fruit

Also Available in 10 (subject to minimum order quantity) 429 Peach & Passion Fruit



20 Foil-Wrapped Teabags 952 Raspberry Indulgence

Also Available in 10 (subject to minimum order quantity) 430 Raspberry Indulgence



20 Foil-Wrapped Teabags
700 Strawberry Sensation

Also Available in 10 (subject to minimum order quantity) 431 Strawberry Sensation



20 Foil-Wrapped Teabags
711 Vanilla Tranquility



20 Foil-Wrapped Teabags
399 Fruit Tea Selection



Green tea has been enjoyed in China for over 5,000 years. Unlike black teas, the leaves aren't allowed to oxidise and so they stay green. This gives green tea its light, delicate flavour and pale green/yellow colour. Our green tea 20 teabag range is foil-wrapped for freshness and fuses our finest quality teas with enticing flavour combinations.

GREEN Mango & Lychee **FLAVOURED GREEN TEA** with Fruit Pieces

GREEN TEA

Green Tea with exciting flavours and real fruit pieces.



20 Foil-Wrapped Teabags 894 Green Tea Pure

Also Available in 10 (subject to minimum order quantity) 316 Green Tea Pure



20 Foil-Wrapped Teabags 1242 Rasperry & Pomegranate

Also Available in 10 (subject to minimum order quantity)
1356 Raspberry & Pomegranate

Mint Mystic



20 Foil-Wrapped Teabags 565 Jasmine Romance

Also Available in 10 (subject to minimum order quantity) 317 Jasmine Romance



20 Foil-Wrapped Teabags 751 Mint Mystique

Also Available in 10 (subject to minimum order quantity) 319 Mint Mystique



20 Foil-Wrapped Teabags 753 Lemon Vitality

Also Available in 10 (subject to minimum order quantity) 318 Lemon Vitality



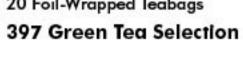
20 Foil-Wrapped Teabags

1786 Mango & Lychee

Also Available in 10 (subject to minimum order quantity) 1906 Mango & Lychee



20 Foil-Wrapped Teabags



FRUIT & HERBAL INFUSIONS

Discover our sensational assortment of Fruit & Herbal Infusions



20 Foil-Wrapped Teabags 004 Mixed Citrus



20 Foil-Wrapped Teabags 1366 Detox

Also Available in 10 (subject to minimum order quantity) 1810 Detox



20 Foil-Wrapped Teabags 001 Rooibos &

Also Available in 10 (subject to minimum order quantity) 1812 Rooibos & Cinnamon

Cinnamon



20 Foil-Wrapped Teabags

1787 Camomile Honey & Vanilla



20 Foil-Wrapped Teabags 010 Blackcurrant



20 Foil-Wrapped Teabags 003 Rosehip, **Hibiscus & Cherry**



20 Foil-Wrapped Teabags 006 Camomile &

Also Available in 10 (subject to minimum order quantity) 1087 Camomile & Lemongrass 1811 Peppermint & Lemon

Lemongrass



20 Foil-Wrapped Teabags

002 Peppermint & Lemon

Also Available in 10 (subject to minimum order quantity)



20 Foil-Wrapped Teabags 020 Lemon & Ginger

Also Available in 10 (subject to minimum order quantity) 1808 Lemon & Ginger



20 Foil-Wrapped Teabags 005 Mixed Berries & Hibiscus

Also Available in 10 (subject to minimum order quantity) 1809 Mixed Berries & Hibiscus



20 Foil-Wrapped Teabags 011 Wild Strawberry



20 Foil-Wrapped Teabags 019 Winter Charm



20 Foil-Wrapped Teabags 1600 Fruit & Herbal Selection Pack



NATURAL BENEFITS

Our Natural Benefits range of teas and infusions is blended from the finest ingredients with added vitamins and nutrients to help you achieve the perfect harmony of mind, body and spirit.



20 Foil-Wrapped Teabags 2036 Energy

ENERGY*

Grapefruit, Mate & Guarana Seed

Exotic, citrusy and refreshing, this energizing blend adds guarana seeds, cinnamon and grapefruit to create an uplifting brew.

*Please note that Energy



20 Foil-Wrapped Teabags 2039 Beauty

BEAUTY

Peach, Carob & Rose Petals

Enjoy this vibrant blend of green nettle leaves and fragrant lemon verbena, with fruity, peachy flavour. Helps to bring out your own natural beauty.



20 Foil-Wrapped Teabags 2034 Immune

IMMUNE

Lemon, Ginger & Turmeric

Exotic and spicy, this blend balances nettle, lemon verbena and liquorice root to create a deliciously stimulating brew that helps lift your spirits.



20 Foil-Wrapped Teabags 2037 Digest

DIGEST

Sweet Mint & Fennel

Our Digest blend harnesses the soothing sweetness of fennel, mint and liquorice to create a refreshing brew that gently calms and restores.



20 Foil-Wrapped Teabags 2035 Slim

SLIM*

Lemon, Mate & Matcha Green Tea

We balance the brightness of green tea, nettle and South American mate with refreshing spearmint and lemon balm for a full-flavoured and stimulating brew.

*Please note that Slim



20 Foil-Wrapped Teabags 2038 Sleep

SLEEP

Camomile, Honey & Lavender

Golden camomile and lemon balm give a citrussy, summer grass backdrop, against which honey and lavender flowers add their calming and delicately floral notes.

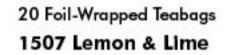




ICED TEA COLD BREW

Our Cold Brew Iced Teas are a quick and convenient way to enjoy freshly brewed iced tea. The teabags brew in cold water in just a few minutes – no need for boiling water. Containing no added sugar or sweeteners, they're a great alternative to soft drinks. Our range includes black and green tea blends - offering the perfect summer cold drink to enjoy on-the-go.







20 Foil-Wrapped Teabags 1508 Peach & Passion Fruit



20 Foil-Wrapped Teabags 1829 Lemon & Mint

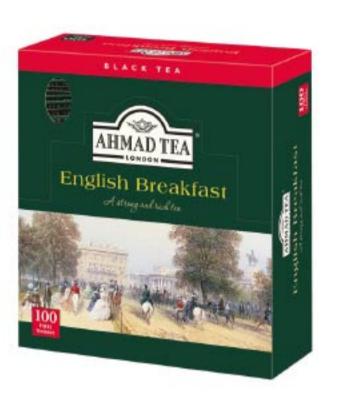


20 Foil-Wrapped Teabags 1830 Mango & Lychee



100 FOIL-WRAPPED TEABAGS

Our foil-wrapped black and green tea teabags lock in freshness and are available in packs of 100 - perfect for cafes, restaurants and hotels.



100 Foil-Wrapped Teabags 792 English Breakfast



100 Foil-Wrapped Teabags 790 English Tea No.1



100 Foil-Wrapped Teabags
791 Earl Grey



100 Foil-Wrapped Teabags 1495 Decaf. Earl Grey



100 Foil-Wrapped Teabags 1195 Green Tea Pure

BLACK TEA TAGGED TEABAGS

Our tagged teabags allow you to easily brew your favourite black tea blends with no fuss.



25 Tagged Teabags 590 English Breakfast



25 Tagged Teabags 599 English Tea No.1



25 Tagged Teabags 969 Earl Grey



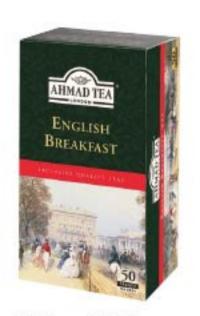
25 Tagged Teabags 587 Cardamom Tea



25 Tagged Teabags 479 Ceylon Tea



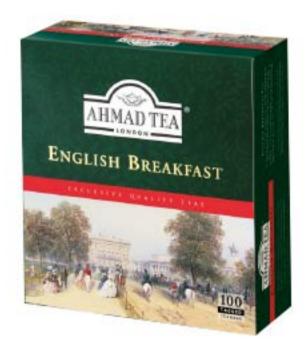
25 Tagged Teabags 1491R Clove Tea



50 Tagged Teabags 1365 English Breakfast



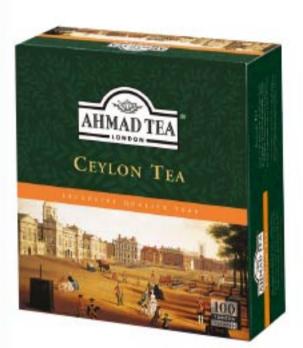
50 Tagged Teabags 812 English Tea No.1



100 Tagged Teabags 600 English Breakfast



100 Tagged Teabags 598 English Tea No.1



100 Tagged Teabags 163 Ceylon



100 Tagged Teabags 595 Earl Grey



100 Tagged Teabags 592 Cardamom Tea





BLACK TEA TAGLESS TEABAGS

Our tagless range offers great value packs - perfect for those tea lovers who enjoy several cups a day.



40 Tagless Teabags 631 English Tea No.1



40 Tagless Teabags 682 Earl Grey



40 Tagless Teabags 918 English Breakfast



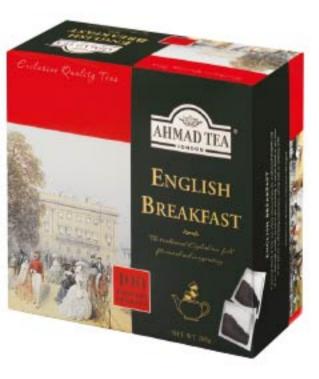
40 Tagless Teabags 916 Ceylon Tea



100 Tagless Teabags 818 English Tea No.1



100 Tagless Teabags 817 Earl Grey



100 Tagless Teabags 816 English Breakfast



LONDON BLEND

Inspired by the hectic daily life of our capital, London Blend is designed for Londoners who drink many cups a day to keep them going. It offers the extraordinary taste of Ahmad Tea but at a great value price. Our Tea Masters select teas from around the world, including some of the most prestigious growing regions to create a consistently satisfying every day brew.



25 Tagged Teabags 1118R London Blend

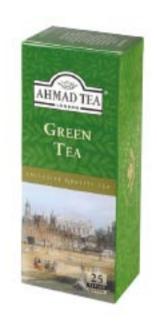


100 Tagged Teabags 1665R London Blend

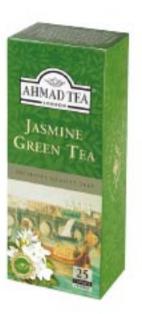
"Each cup of tea represents an imaginary voyage." Catherine Douzel GREEN TEA

GREEN TEA TAGGED TEABAGS

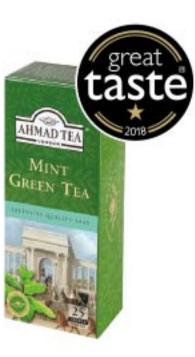
Enjoy our green tea blends in tagged teabag format to easily make a delightfully refreshing berverage.



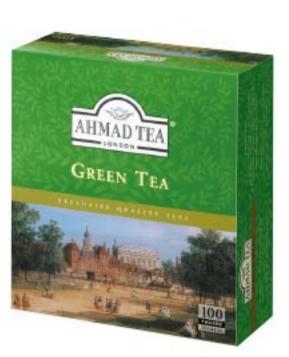
25 Tagged Teabags 589 Green Tea



25 Tagged Teabags 471 Jasmine Green Tea



25 Tagged Teabags 473 Mint Green Tea



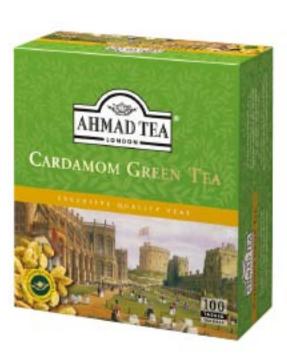
100 Tagged Teabags 478 Green Tea



100 Tagged Teabags
475 Jasmine Green Tea



100 Tagged Teabags
477 Mint Green Tea



100 Tagged Teabags 1752 Cardamom Green Tea



TEA GIFTS TEABAG CADDIES

Our hand-picked range of unique Teabag Caddies are suitable for every tea lover.





481 Tea Chest
(4x10 Teabags)
Four classic English blends presented in an attractive reusable gold caddy.

1875 Timeless Tea Collection 4 (4x8 Teabags)

1640 Timeless Tea Collection 9 (9x8 Teabags)

An eye-catching embossed caddy containing black teas, green teas and fruit flavoured teas.



1206 Tea Treasure

(6x10 Teabags)

A luxurious metal caddy containing a selection of our most popular classic black and green teabag blends.



FINE TEA COLLECTION

Our ornately decorated Fine Tea Collection is a favourite among our gifting range.

The premium, gold embossed finishes and the finest quality loose black teas inside make a treasured gift for those who love their tea.



1071 Earl Grey 100g Loose Tea Caddy



1072 English Breakfast 100g Loose Tea Caddy



1069 Ceylon Tea 100g Loose Tea Caddy

LONDON-THEMED GIFTS

Nothing is as British as tea, and we celebrate our home country with this range of quirky tea gifts dedicated to the UK's ancient capital city.

A perfect gift for anyone who loves the heritage of tea.



1011 Explore London
3 x 20 Tagged Teabag Caddies
Three embossed 20-teabag caddies
featuring iconic London landmarks,
packed in an elegant acetate carton.
A substantial gift from London.



1095 London Phone 20 Tagged Teabags English Breakfast Money Box

A uniquely British design. Reflections of famous London landmarks make it a truly memorable gift.



038 Big Ben

20 Tagged Teabags English Breakfast Money Box

The most famous clock in the world, Big Ben has been a British symbol of time since 1859.



1086 London Icons
20 Tagged Teabags English
Breakfast Money Box

A tour of London's finest historical sights all on one tin, from the Tower of London to the London Eye.



480T Policeman Telephone Box Caddy 20 Foil-Wrapped Teabags

English Breakfast

One of our most popular items, showcasing the famous London telephone box. The best part of this gift - it can be used as a money bank afterwards.



891 London Bus Caddy

20 Foil-Wrapped Teabags English Breakfast

London is famous all over the world for its red buses, which carry millions of passengers every day.



DISPLAY CASES

What better way to present the Ahmad Tea range of foil-wrapped teabags than in one of our premium wooden display cases?

A must-have item for restaurants, hotels and cafés.







SELECTION PACKS

Our selection packs are a wonderful way to introduce new tea lovers to Ahmad Tea.



105 Classical (6x10 Teabags)

A selection of six traditional black teas.

*Due to global shortages, Darjeeling Tea may occasionally become unavailable. In such cases it will be replaced by Cardamom Tea.



An inspiring selection of six fruit flavoured black and green teas.



113 Evergreen (6x10 Teabags)

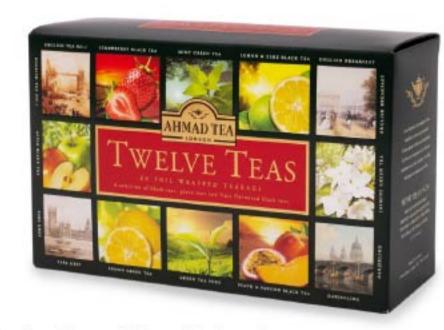
An exciting selection of six green teas.



112 Herbalist (6x10 Teabags)

A selection of six exciting fruit and herbal infusions for those who like to experiment with new flavours.





177 Twelve Teas (12x5 Teabags)

An exciting selection of twelve teas: four classic black teas, four fruit flavoured black teas and four green teas



1577 Afternoon Tea Collecton

(9x5 Teabags)

A refined selection of classic black teas, green teas and fruit black teas, all wrapped in individual foil envelopes to preserve freshness.



1641 London Selection (8x5 Teabags)

An eye-catching gift carton which celebrates London's world-famous skyline. This superb selection of eight blends includes classic black teas, green teas and fruit black teas.

Each teabag is individually foil-wrapped to ensure perfect freshness.



PROMOTIONAL ITEMS

AHMAD TEA AHMAD TEA ON BON OF THE PARTY O

250 Standard Carrier Bag



252 Cloth Bag





275 Clock

SAMPLING



262-265 Polo Shirt (small - extra large)



1320 Tasting Booth



2041 Paper Cup







2401 White Ceramic Teapot with Infuser (700ml*)
2402 White Ceramic Teapot with Infuser (500ml*)



2297 White Ceramic Mug (330ml*)



2298 White Ceramic Mug (400ml*)



2403 White Ceramic Teacup and Saucer (290ml*)



2404 Tea for 1 Teapot (350ml*)



2299 Creamer Jug (100ml*)



2400 Sugar Bowl with Lid (130ml*)

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BLEND GUIDE

A guide to our most popular blends

BLACK TEAS

Ceylor

Finest quality leaves from the hillsides of Sri Lanka, the beautiful "island jewel" of the Indian Ocean. A rich and bright amber with invigorating flavour. Enjoy with milk

or with a slice of lemon for a truly refreshing experience.

- Earl Grey Tea
 A subtle blend of quality teas scented with the elegant fragrance of bergamot. A favourite English beverage usually served without milk.
- English Breakfast Tea
 A classical blend of the finest teas which characterises the traditional English cup of tea. Although usually served in the morning, it can be drunk at any time of the day for a refreshing experience, served with or without milk.
- English Tea No. 1 A blend of exclusive quality teas lightly flavoured with bergamot. This is a delightful cup for relaxing and social occasions. It has a balanced light taste, aroma, colour and strength.
- Cardamom Tea

 Fine selected leaves from Sri Lanka and other countries,
 subtly enhanced with the exotic spicy flavour of
 cardamom. A warming and relaxing experience to be
 enjoyed at any time of day.
- Darjeeling Tea
 A superb blend of the finest Darjeeling teas from the foothills
 of the Himalayas. Enjoy the distinctive flavour and delicate
 aroma of this exquisite tea. Best served without milk.
- Decaffeinated Evening Tea
 A delicate blend of the finest decaffeinated teas, very lightly flavoured with bergamot, particularly suitable for drinking in the evening. A delightful cup of tea for those who wish to reduce their caffeine intake.
- Decaffeinated Earl Grey Tea

 A delicate blend of the finest decaffeinated teas, very lightly flavoured with bergamot, particularly suitable for drinking in the evening. A delightful cup of tea for those who wish to reduce their caffeine intake.

GREEN TEAS

Green Tec

A selection of the finest quality China green teas, including Chun Mee, which translates in English to 'precious eyebrows'. This is due to the arched shape of the leaves. Enjoy its delicate flavour and fragrant aroma at any time of the day.

Jasmine Green Tea

Delicate green China long leaves with the young buds of
the Jasmine Flower create this exotic tea. An exquisite
blend with a subtle, light flavour and aroma. Jasmine
Green Tea is a fragrant and relaxing beverage.

Mint Green Tea

A delightful blend of delicate China green teas subtly
flavoured with real mint. A refreshing treat for tea lovers.

A popular beverage after meals.

FLAVOURED BLACK TEAS

Refreshing blends of exclusive quality teas, enhanced with real fruit pieces. Delicious teas which can be enjoyed either hot or iced.

FRUIT & HERBAL INFUSIONS

Our Fruit & Herbal Infusions add an exciting dimension to a tea lover's repertoire. They are infused with natural herbs like camomile, and delectable fruits to create vibrant flavours and enticing aromas. Naturally caffeine and sugar free, they are a joyful treat.

NATURAL BENEFITS

Our Natural Benefits range of teas and infusions is blended with the finest ingredients with added vitamins and nutrients to help you achieve the perfect harmony of mind, body and spirit.





Sales & Customer Service

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www.ahmadtea.com