



Case Study: Creation And Manufacture Of Flavoured Teas (No. IA44)

Objectives:

FoodWrite Ltd was requested by a leading tea producer in Bangladesh to provide advice, technical and marketing support on the creation of various flavoured teas as part of their campaign to extend their product range. The following tea flavours were requested:-

- 1) Jasmine Tea
- 2) Lemon Tea
- 3) Ginger Tea
- 4) Earl Grey Tea

Conclusion:

FoodWrite was able to advise the client on how to produce a flavoured tea based on previous experience with hot beverage flavours and input from another consultant in the tea business.

A supply of various flavours which fitted the brief above were selected from flavour houses that FoodWrite works with. These were tested in the United Kingdom both at the flavour suppliers and in-house, before sending to the company in Bangladesh for further laboratory flavour work and sensory testing.

As part of the contract, equipment selection for flavouring tea which fitted with the existing process was selected. Pilot scale evaluation was conducted before establishing the most appropriate process.

FoodWrite is currently acting as the agent for this tea manufacturer under a confidentiality agreement.