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COMMENTS

This week's Tea Auction, namely Sale # 07 of 2023 was held on February 14 & 15, 2023 (Tue/Wed), with a weight of 5 mkgs, reflecting an increase of 0.5 mkgs over the previous week's quantity. The Low Grown Leafy, Semi Leafy, Tippy & Small Leaf/ Premium Flowery catalogues totaled 2.45 mkgs, while the Main Sale High & Medium segment had 0.52 mkgs. The Ex Estate category had 0.7 mkgs.

There was improved interest for the better liquoring teas in the Ex Estate catalogue whilst others saw mixed demand. Select Best Western BOP's and BOPF's appreciated Rs. 100/- and more following special interest, whilst, improved below-best teas advanced Rs. 50/- to 100/-. The remainder, including plainer Westerns, were irregular and lower. Nuwara Eliya BOP's were substantially dearer, but, there were hardly any BOPF's on offer. Uda Pussellawa BOP's were firm to dearer, while their corresponding BOPF's advanced up to Rs. 100/-. Uva BOP's gained up to Rs. 100/-, whilst, their BOPF's counterparts held firm. CTC Teas – High Grown PF1's were mostly firm to marginally dearer, while, the better made Medium sorts ruled fully firm to Rs. 50/- dearer. Low Grown PF1's mostly sold around last levels. There were hardly any High Grown BP1's on offer, while, Mediums as well as Low Growns were firm. There was improved demand from the Western Markets, while buying for Japan, China and Taiwan too was more intense. Russian interest was fully maintained.

There was fair demand for Low Grown Teas. Select best OP1's and below-best teas were firm to dearer, while, others were firm. The better OP's and OPA's in general were firm whilst poorer sorts were irregular. The best BOP1's were firm, while below-best types were again easier. Pekoes / PEK1's in general were again lower to last. Well-made, selected FBOP's were lower to last, while a range of neater, below-best teas held firm. FBOPF1's in general were easier. Demand was again selective from Iran. There was good interest however, from buyers for Saudi Arabia, The UAE and other Middle Eastern countries, and, sustained demand was seen from Russia and the CIS. Türkiye and Syria were less active for Pekoe grades. Libya was active for secondary whole leaf grades, whilst Iraq picked up the bottom level teas.

This week's auction comprised of 10,158 lots with a total quantity of 5,070,640.5 kgs.

The catalogue wise breakdown was as follows:-

| | <u>Lots</u> | Qty. (Kgs) |
|----------------------|---------------|--------------------|
| Low Grown Leafy | 1,744 | 636,813.0 |
| Low Grown Semi Leafy | 1,485 | 627,830.0 |
| Low Grown Tippy | 2,166 | 1,111,100.0 |
| High & Medium | 1,220 | 527,550.0 |
| Off Grade/BOP1A | 1,942 | 955,699.0 |
| Dust | 453 | 426,975.0 |
| Premium Flowery | 456 | 80,000.5 |
| Ex-Estate | 692 | 704,673.0 |
| Total | <u>10,158</u> | <u>5,070,640.5</u> |

In Lighter Vein

A Religious Dip in the Lake

A rabbi and a priest went for a walk in the park, and strolled by a large lake. Suddenly the rabbi said: "Let's go in and do some 'baptism', the water looks really clear!" "But we don't have swimsuits" the priest told him. "So what?" replied the rabbi, "Let's go into the water as God created us?" The priest thought for a moment and then agreed with him. They took off their clothes, laid them on a piece of grass at the edge of the lake and went in for a short dip. After a few minutes they left the lake and walked back towards the place where they had put the clothes. Suddenly the two noticed a small group of people staring right at them. Embarrassed, the priest tried to cover his shame with his hands. He looked to the side and discovered that the rabbi was covering his face with his hands. "What are you doing?!?" hissed the priest, "Cover your privates!" "I don't know how it goes in YOUR congregation." Said the Rabbi. "but my people recognize me by my face!"

LOW GROWN TEAS

LEAFY/SEMI LEAFY

BOP1 : Well-made BOP1's maintained last levels whilst the below best and secondary types were irregularly

lower by Rs.30-50/- per kg. Lower end teas sold firm on last levels.

OP1 : Select best wiry OP1's gained Rs.25-50/- per kg whilst the others were fully firm to dearer. Very

stalky varieties lost Rs.30-40/- per kg.

OP : All-round showed an irregular market condition and lost Rs.40-70/- per kg and more at times.

OPA: Well-made teas gained Rs.30-50/- per kg whilst the others were fully firm to dearer.

PEK/PEK1: High-end category lost Rs.50-100/- per kg whilst the hold PEK's maintained last levels. Lower end too were lost Rs.30-50/- per kg.

| Quotations | Best | | Below | Best | Others | | |
|------------|-----------|-----------|-----------|------------------|-----------|------------------|--|
| (Rs./Kg) | This Week | Last Week | This Week | <u>Last Week</u> | This Week | <u>Last Week</u> | |
| BOP1 | 2500-3400 | 2600-3350 | 1600-2500 | 1650-2600 | 1400-1600 | 1300-1650 | |
| OP1 | 1700-3550 | 1600-3500 | 1100-1700 | 1200-1600 | 800-1100 | 850-1200 | |
| ОР | 1500-2250 | 1600-2400 | 1200-1500 | 1250-1600 | 800-1200 | 850-1250 | |
| OPA | 1850-2400 | 1750-2250 | 1500-1850 | 1350-1750 | 950-1500 | 900-1350 | |
| PEK/PEK1 | 2000-2700 | 2100-2900 | 1500-2000 | 1600-2100 | 1000-1500 | 1100-1600 | |

TIPPY/SMALL LEAF

BOP/BOPSP: A selection of select Best BOP's sold on last levels whilst balance together with best eased.

However, a few cleaner below best together with cleaner teas at the lower end sold on last

levels. Others too were easier.

BOPF/BOPFS: BOPF's in general were firm.

FBOP/FBOP1: Select best and best FBOPs declined. However, a few cleaner below best and cleaner teas at

the bottom were firm. Balance were easier. FBOP1's in general were lower.

FBOPF/FBOPF1: Best and Below Best sold on last levels, whilst cleaner teas at the lower end were firm.

Balance were easier. However, a selection of leafier varieties were firm to selectively dearer. Well made FF1 were easier. However, a few cleaner Below Best and cleaner teas at

the lower end sold on last levels. Balance eased.

FBOPFSP/EXSP: Declined and were mostly unsellable due to lack of suitable bids.

| Quotations | | st | Below Best | | Others | |
|--------------|-----------|------------------|------------|-----------|-----------|------------------|
| (Rs./Kg) | This Week | <u>Last Week</u> | This Week | Last Week | This Week | <u>Last Week</u> |
| BOP/BOPSP | 1600-2700 | 1700-2750 | 1300-1600 | 1400-1700 | 1000-1300 | 1000-1400 |
| BOPF /BOPFSP | 1700-2350 | 1800-2700 | 1300-1700 | 1400-1800 | 1000-1300 | 1000-1400 |
| FBOP/FBOP1 | 1700-2700 | 1800-3000 | 1500-1700 | 1500-1800 | 1200-1500 | 1300-1500 |
| FBOPF/FBOPF1 | 1600-2350 | 1700-2450 | 1300-1600 | 1400-1700 | 1100-1300 | 1200-1400 |
| FBOPFSP/EXSP | 3000-6650 | 3000-7650 | 1800-3000 | 1800-3000 | 1300-1800 | 1300-1800 |

MEDIUM GROWN LEAFY/SEMI LEAFY TEAS

FBOP: Well-made FBOP tended irregular whilst the below best and the poorer sorts lost

Rs.100/- and more.

FBOPF/FBOPF1: Except for few select well-made FBOPF1's, the balance tended irregularly lower.

Teas at the lower end too lost Rs.50/- per kg and more.

PEK/PEK1 : Few select well-made shotty invoices were firm and the balance lost Rs.50/- per kg

and more towards the close.

| Quotations | | | Belov | v Best | Others | | |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|--|
| (Rs./Kg) | This Week | Last Week | This Week | Last Week | This Week | Last Week | |
| FBOP | 1500-2250 | 1550-2200 | 1100-1500 | 1150-1550 | 900-1100 | 900-1150 | |
| FBOPF/FBOPF1 | 1400-2250 | 1450-1850 | 1000-1400 | 1050-1450 | 925-1000 | 950-1050 | |
| PEK/PEK1 | 1800-2400 | 1850-2300 | 1250-1800 | 1300-1850 | 1000-1250 | 1100-1300 | |

HIGH GROWNS TEAS

BOP: Best Westerns - Select invoices appreciated Rs. 100 per kg and more following special inquiry whilst the others were firm. In the Below Best category a selection of improved teas gained Rs, 50-100 per kg whilst the others together with teas at the lower end of the market were mostly firm. Nuwara Eliya's were substantially dearer. Uda Pussellawa's were firm and tended dearer, Uva's gained Rs. 100-150 per kg.

BOPF: Best Western's - Select invoices gained Rs. 100 per kg and more following special inquiry whilst the others were irregular. In the Below Best category, select improved teas were Rs. 50-100 per kg deare4, whilst the others were irregular. Teas at the lower end were firm and up to Rs. 50 per kg dearer. Nuwara Eliya's had hardly any offerings. Uda Pussellawa's gained Rs. 100 per kg and more for select clean leaf invoices. Uva's were generally firm.

| | ВС |)P | ВОРБ | | |
|-------------------------|-----------|------------------|-----------|-----------|--|
| Quotations (Rs./Kg) | This Week | <u>Last Week</u> | This Week | Last Week | |
| Best Westerns | 1700-2200 | 1700-2050 | 1700-1950 | 1700-1900 | |
| Below Best Westerns | 1500-1650 | 1500-1650 | 1550-1650 | 1550-1650 | |
| Plainer Westerns | 1300-1480 | 1200-1480 | 1340-1500 | 1300-1500 | |
| Nuwara Eliyas | 1700-1800 | 1240-1500 | 1240 | N/A | |
| Brighter UdaPussellawas | 1340-1460 | N/A | 1360-1600 | 1440-1480 | |
| Other Uda Pussellawas | 1120-1180 | 1080-1180 | 1080-1280 | 1060-1260 | |
| Best Uva's | 1360-1440 | 1550 | 1400-1500 | 1380-1550 | |
| Other Uva's | 1100-1300 | 1160-1280 | 1220-1380 | 1180-1240 | |

MEDIUM GROWN TEAS

BOP : Large Leaf teas irregular whilst the others sold around last week's levels.

BOPF: Well-made teas were mostly firm whilst the others tended easier.

| Quotations (Rs./Kg) | ВС |)P | BOPF | | |
|----------------------|-----------|------------------|-----------|------------------|--|
| Quotations (Rs./ Rg) | This Week | <u>Last Week</u> | This Week | <u>Last Week</u> | |
| Best Westerns | 1000-2350 | 950-2150 | 920-N/A | 1000-N/A | |

CTC TEAS

HIGH GROWN:

BP1 - Hardly any offerings.

PF1 - Firm and tended marginally dearer.

MEDIUM GROWN:

BP1 - Mostly firm.

PF1 - Firm and up to Rs.50/- per kg dearer.

LOW GROWN:

BP1 - Generally firm.

PF1 - Sold around last week s levels.

| Quotations | ВІ | 21 | PF1 | | |
|------------|------------|------------|-----------|-----------|--|
| (Rs./Kg) | This Week | Last Week | This Week | Last Week | |
| High | NOT QUOTED | NOT QUOTED | 1000-1420 | 1240-1340 | |
| Medium | 1080-1380 | 820-1380 | 770-1480 | 800-1380 | |
| Low | 960-1440 | 900-1440 | 820-2050 | 760-1900 | |

OFF GRADES

FGS/FGS1: Select best Liquoring FNGS/FNGS1s' firm on last; others held firm. Clean Low Grown well-made FNGS1's lost Rs.25-50/- per kg whilst others little irregular.

BM: Well-made BM's lost Rs.20-50/-. Best types held firm whilst poorer types firm to dearer Rs.10-20/- per kg.

BOP1A : Select best BOP1A's held firm. Best teas irregularly lower by Rs.25-50/- per kg. Poorer types advanced Rs.10-20/- per kg.

| QUOTATIONS | HIGH | | MEDIUM | | LOW | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|------------------|
| (Rs./kg) | This Week | Last Week | This Week | Last Week | This Week | <u>Last Week</u> |
| Good Fannings (Orthodox) | 850-1420 | 850-1420 | 720-880 | 720-900 | 750-920 | 770-960 |
| Good Fannings (CTC) | 600-850 | 580-830 | 600-850 | 590-840 | 590-860 | 590-830 |
| Other Fannings (Orthodox) | 580-820 | 550-820 | 590-850 | 580-850 | 580-820 | 580-840 |
| Other Fannings (CTC) | N/A | N/A | N/A | N/A | N/A | N/A |
| Good BM's | 780-900 | 780-900 | 880-900 | 790-900 | 880-910 | 790-940 |
| Other BM's | 780-880 | 750-850 | 780-880 | 750-890 | 780-880 | 750-890 |
| Best BOP1As | 850-950 | 850-950 | 950-1100 | 950-1150 | 1600-1700 | 1650-1700 |
| Other BOP1As | 780-900 | 770-900 | 780-900 | 770-920 | 780-975 | 770-1000 |

DUST

DUST/DUST1: High Grown liquoring Dust1's eased Rs.50-80/- per kg due to less demand from local buyers. However their ordinary Dust which were clean and neat appreciated by Rs.30-50/- per kg. Mid Growns were marginally lower to last levels following quality. Low Grown clean Dust/Dust1's eased Rs.50-60/- per kg whilst their secondaries and lower end teas were fully firm on last levels.

PD : High Grown PD's gained Rs.40-50/- per kg whilst the mid and low grown types irregular and mostly lower.

| QUOTATIONS | HIGH | | MED | IUM | LOW | | |
|----------------------------------|-----------|------------------|-----------|------------------|-----------|------------------|--|
| (Rs./kg) | This Week | <u>Last Week</u> | This Week | <u>Last Week</u> | This Week | <u>Last Week</u> | |
| Good Primary Dust1 (Orthodox) | 1400-1850 | 1350-2050 | 950-1550 | 800-1550 | 900-1600 | 850-1700 | |
| Good Primary PD (CTC) | 800-1480 | 800-1440 | 700-1440 | 750-1460 | 700-1800 | 750-1950 | |
| Secondary Dust | 750-1600 | 700-1550 | 800-940 | 700-880 | 680-1020 | 700-1600 | |

| Ancoombra OF Peniland OF Peniland OF *Harangalla OF *Dartry Valley OF Craighead PE Harangalla BC Windsoforest BC *Uplands BC *Harangalla FE Harangalla FE Great Western BC Queensberry BC Great Western BC Queensberry BC Great Western BC Glenloch FE | OP1 P1 P1 P1 PPOPA EK/PEK1 OP OPSP OPSP OPF/BOPFSP BOP/FBOP1 | 1650/- 1850/- 1850/- 1800/- 1850/- 2400/- 2350/- 1650/- 1480/- 2250/- 2250/- | UVA MEDIUM Misty Uva Dickwella Tinioya Aruna Passara Misty Uva Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya Uvakellie | BOP1 OP1 OP/OPA PEK/PEK1 PEK/PEK1 BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 1750/- 2350/- 1750/- 2150/- 2150/- 1550/- 1550/- 1600/- 1950/- 1850/- | LOW GROWN Sithaka Hidellana Lumbini Pothotuwa Sithaka Green Lanka Karagoda *Mahaliyadda Liyonta Liyonta Mutuwagalla Sup | BOP1 BOP1 OP1 OP1 OP OP OP OP OPA PEKOE | 3400/- 3350/- 3550/- 3550/- 3500/- 2250/- 2200/- 2400/- 2700/- 2600/- |
|---|--|--|---|--|--|---|---|--|
| Rilagala BC Ancoombra OF Peniland OF Peniland OF *Harangalla OF Craighead PE Harangalla BC Windsoforest BC *Uplands BC *Harangalla FF Harangalla FF Creat Western BC Queensberry BC Great Western BC Great Western BC Great Western BC Glenloch FE | OP1 P1 P1 P1 OP1 OPSP OPSP OPF/BOPFSP BOPF/FBOPF1 OP | 1850/- 1850/- 1800/- 1850/- 2400/- 2350/- 1650/- 1480/- 2250/- | Misty Uva Dickwella Tinioya Aruna Passara Misty Uva Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | BOP1 OP/OPA PEK/PEK1 PEK/PEK1 BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 2350/- 1750/- 2150/- 2150/- 1550/- 1550/- 1600/- 1950/- | Hidellana Lumbini Pothotuwa Sithaka Green Lanka Karagoda *Mahaliyadda Liyonta Liyonta | BOP1 OP1 OP1 OP OP OP OP OPA PEKOE | 3350/- 3550/- 3550/- 3500/- 2250/- 2200/- 2400/- 2700/- |
| Ancoombra OF Peniland OF Peniland OF *Harangalla OF *Dartry Valley OF Craighead PE Harangalla BC Windsoforest BC *Uplands BC *Harangalla FE Harangalla FE Company BC Great Western BC Queensberry BC Great Western BC Glenloch FE | P1 P1 P1 P1 P1 PPI PP/OPA EK/PEK1 OP OPSP OPSP OPF/BOPFSP BOP/FBOPF1 OP OP | 1850/- 1850/- 1800/- 1850/- 2400/- 2350/- 1650/- 1480/- 2250/- | Dickwella Tinioya Aruna Passara Misty Uva Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | OP1 OP/OPA PEK/PEK1 PEK/PEK1 BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 2350/- 1750/- 2150/- 2150/- 1550/- 1550/- 1600/- 1950/- | Lumbini Pothotuwa Sithaka Green Lanka Karagoda *Mahaliyadda Liyonta Liyonta | OP1 OP1 OP OP OP OPA PEKOE | 3550/- 3550/- 3500/- 2250/- 2200/- 2100/- 2400/- 2700/- |
| Peniland OI *Harangalla OI *Dartry Valley OI Craighead PE Harangalla BC Doombagastalawa BC *Uplands BC *Harangalla FE Harangalla FE Great Western BC Queensberry BC Great Western BC Venture BC Glenloch FE | P1 P1 P/OPA EK/PEK1 OP OPSP OPSP OPF/BOPFSP BOP/FBOPF1 BOPF/FBOPF1 | 1850/- 1800/- 1850/- 2400/- 2350/- 1650/- 1480/- 2250/- | Tinioya Aruna Passara Misty Uva Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | OP/OPA PEK/PEK1 PEK/PEK1 BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 1750/- 2150/- 2150/- 1550/- 1550/- 1600/- 1950/- | Pothotuwa Sithaka Green Lanka Karagoda *Mahaliyadda Liyonta Liyonta | OP1 OP OP OP OPA PEKOE | 3550/- 3500/- 2250/- 2200/- 2100/- 2400/- 2700/- |
| *Harangalla Oli *Dartry Valley Oli Craighead PE Harangalla BC Doombagastalawa BC *Uplands BC *Harangalla FE Harangalla FE Great Western BC Queensberry BC Great Western BC Queensberry BC Great Western BC Glenloch FE | PPI PP/OPA EK/PEK1 OP OPSP OPSP OPF/BOPFSP BOPF/FBOPF1 OP OP | 1800/- 1850/- 2400/- 2350/- 1650/- 1650/- 1480/- 2250/- 2250/- | Aruna Passara Misty Uva Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | PEK/PEK1 PEK/PEK1 BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 2150/- 2150/- 1550/- 1550/- 1600/- 1950/- | Sithaka Green Lanka Karagoda *Mahaliyadda Liyonta Liyonta | OP1 OP OP OP OPA PEKOE | 3500/- 2250/- 2200/- 2100/- 2400/- 2700/- |
| *Dartry Valley Ol Craighead PE Harangalla BC Doombagastalawa BC Windsoforest BC *Uplands BC *Harangalla FE Harangalla FE Great Western BC Queensberry BC Great Western BC Queensberry BC Glenloch FE | P/OPA EK/PEK1 OP OPSP OPSP OPF/BOPFSP BOPF/FBOPF1 OP OP | 1850/- 2400/- 2350/- 1650/- 1650/- 1480/- 2250/- 2250/- | Misty Uva Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | PEK/PEK1 BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 2150/- 1550/- 1550/- 1600/- 1950/- | Green Lanka Karagoda *Mahaliyadda Liyonta Liyonta | OP OP OP OPA PEKOE | 2250/- 2200/- 2100/- 2400/- 2700/- |
| Craighead PE Harangalla BC Doombagastalawa BC Windsoforest BC *Uplands FE Harangalla FE Harangalla FE Great Western BC Queensberry BC Great Western BC Great Western BC Glenloch FE | EK/PEK1 OP OPSP OPSP OPF/BOPFSP BOP/FBOP1 BOPF/FBOPF1 OP | 2400/- 2350/- 1650/- 1650/- 1480/- 2250/- 2250/- | Dickwella Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | BOP BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 1550/- 1550/- 1600/- 1950/- | Karagoda * Mahaliyadda Liyonta Liyonta | OP OP OPA PEKOE | 2200/- 2100/- 2400/- 2700/- |
| Harangalla BC Doombagastalawa BC Windsoforest BC *Uplands FE Harangalla FE Harangalla FE Great Western BC Queensberry BC Great Western BC Glenloch FE | OP OPSP OPSP OPF/BOPFSP BOP/FBOPF1 OP OP | 2350/- 1650/- 1650/- 1480/- 2250/- 2250/- | Demodera 'S' Dickwella Telbedde Tinioya UVA HIGH Ranaya | BOPSP BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 1550/- 1600/- 1950/- | * Mahaliyadda Liyonta Liyonta | OP OPA PEKOE | 2100/- 2400/- 2700/- |
| Doombagastalawa BC Windsoforest BC *Uplands BC *Harangalla FE Harangalla FE Great Western BC Queensberry BC Queensberry BC Great Western BC Queensberry BC Great Western BC Glenloch FE | OPSP OPSP OPF/BOPFSP BOP/FBOPF1 BOPF/FBOPF1 OP | 1650/- 1650/- 1480/- 2250/- 2250/- | Dickwella Telbedde Tinioya UVA HIGH Ranaya | BOPF/BOPFSP FBOP/FBOP1 FBOPF/FBOPF1 | 1600/- 1950/- | Liyonta Liyonta | OPA PEKOE | 2400/- 2700/- |
| Windsoforest BC *Uplands BC *Harangalla FE Harangalla FE WESTERN HIGH Great Western BC Queensberry BC Queensberry BC Great Western BC Great Western BC Glenloch FE | OPSP OPF/BOPFSP BOPF/FBOPF1 OP OP | 1650/- 1480/- 2250/- 2250/- | Telbedde Tinioya UVA HIGH Ranaya | FBOP/FBOP1 FBOPF/FBOPF1 | 1950/- | Liyonta | PEKOE | 2700/- |
| *Uplands BO *Harangalla FE Harangalla FE WESTERN HIGH Great Western BO Queensberry BO Great Western BO Venture BO Glenloch FE | OPF/BOPFSP BOP/FBOP1 BOPF/FBOPF1 OP | 1480/- 2250/- 2250/- | Tinioya <u>UVA HIGH</u> Ranaya | FBOPF/FBOPF1 | | • | | |
| *Harangalla FE Harangalla FE WESTERN HIGH Great Western BC Somerset BC Queensberry BC Great Western BC Great Western BC Glenloch FE | BOP/FBOP1 BOPF/FBOPF1 OP | 2250/ - 2250/- | UVA HIGH Ranaya | | 1030/ | Mutuwagalla Sup | er PEKOE1 | 2600/- |
| Harangalla FE WESTERN HIGH Great Western BC Queensberry BC Great Western BC Venture BC Glenloch FE | BOPF/FBOPF1 OP OP | 2250/- | Ranaya | BOP1 | | | | _000,- |
| WESTERN HIGH Great Western BC Queensberry BC Great Western BC Venture BC Glenloch FE | OP OP | | Ranaya | BOP1 | | | | |
| Great Western BC Somerset BC Queensberry BC Great Western BC Venture BC Glenloch FE | OP OP | 2200/- | • | DOFI | 1700/- | LOW GROWN | TIPPY GRADE | S |
| Great Western BC Somerset BC Queensberry BC Great Western BC Venture BC Glenloch FE | OP OP | 2200/- | Ovakenie | BOP1 | 1700/- | Pothotuwa | ВОР | 2700/- |
| Great Western BC Somerset BC Queensberry BC Great Western BC Venture BC Glenloch FE | OP OP | 2200/- | Oodoowerre | OP1 | 1950/- | Rumassala Hills | BOPSP | 2500/- |
| Somerset BC Queensberry BC Great Western BC Venture BC Glenloch FE | OP | 2200/- | Uvakellie | OP/OPA | 1600/- | *Sithaka | BOPF | 2350/- |
| Queensberry BC Great Western BC Venture BC Glenloch FE | | | | | | Brombil | BOPF | 2350/- |
| Great Western BC Venture BC Glenloch FE | OP SP | 2200/- | Ranaya | OP/OPA OP/OPA | 1600/- 1600/- | Kiruwanaganga | BOPF | 2100/- |
| Venture BC Glenloch FE | OPE/E | 1700/- | Aislaby Mahadowa | OP/OPA OP/OPA | 1600/- | *Hidellena | BOPF | 1800/- |
| Glenloch FE | OPF/BOPFSP | 1950/- | Gonamotawa | OP/OPA OP/OPA | 1600/- | Stream Line | BOPFSP | 2100/- |
| | OP1 | 1950/- | | PEK/PEK1 | 2100/- | *Mahaliyadda | BOPFSP | 1900/- |
| | BOP/FBOP1 | 2050/- | Aislaby | BOP | | Lions | BOPFSP | 1900/- |
| | | 1650/- | Kelliebedde | | 1440/- | *Katandola | BOPFSP | 1800/- |
| $\boldsymbol{\mathcal{C}}$ | P/OPA | 1650/- | Ranaya | BOPSP | 1550/- | *Makandura | FBOP | 2700/- |
| Torrington OI | | 1750/- | Badura Eliya | BOPF/BOPFSP | 1550/- | Matuwagalla Sup | | 2300/- |
| ~ | EK/PEK1 | 2100/- | Gonamotawa | FBOP/FBOP1 | 1700/- | Ceyenta | FBOPF | 2250/- |
| Craig Hill Pl | PEK/PEK1 | 2100/- | Glenanore | FBOPF/FBOPF1 | 1700/- | Kosgahadola | FBOPF | 2000/- |
| | | | | | | *Hidellena | FBOPF | 1900/- |
| NUWARA ELIYA | | | UDA PUSSELI | | | Pothotuwa | FBOPF1 | 2350/- |
| Mahagastotte BC | OP | 1800/- | Alma | OP/OPA | 1600/- | 1 omotawa | IBOITI | 2330/ |
| Lovers Leap BC | OP | 1800/- | Delmar | OP/OPA | 1600/- | PREMIUM FL | OWERY | |
| Kenmare BO | OPF/BOPFSP | 1240/- | Delmar | PEK/PEK1 | 1800/- | Brombil | | 5850/- |
| Lovers Leap FE | BOP/FBOP1 | 2050/- | Gampaha | PEK/PEK1 | 1800/- | | FBOPFSP | |
| Mahagastotte OI | P/OPA | 1750/- | Alma | PEK/PEK1 | 1800/- | Talangaha | FBOPFSP | 3950/- |
| Court Lodge PE | EK/PEK1 | 1800/- | Kirklees | BOP | 1460/- | *Wikiliya | FBOPFSP | 3350/- 3350/- |
| | | | Kirklees | BOPSp | 1340/- | *New Deraniyagal New Vithanakano | | 6650/- |
| | | | Kirklees | BOPF/BOPFSP | 1600/- | Sachitha | FBOPFEXSP1 | 4200/- |
| CTC TEAS | | | Alma | FBOP/FBOP1 | 1700/- | Saciillia | PBOI PEASI I | 4200/- |
| | | | Blairlomond | FBOPF/FBOPF1 | 1650/- | | | |
| HIGH GROWN | | | | | | | | |
| Dunsinane CTC PF | | 1400/- | OFF GRADES | | | <u>Dust</u> | | |
| Dunsinane CTC BF | PS | 1300/- | Hidellena | BP | 1600/- | Mattekelle | DUST/DUST1 | 1850/- |
| | | | Hingalgoda CTC | PF | 1500/- | Great Western | DUST/DUST1 | 1850/- |
| MEDIUM GROWN | <u>N</u> | | Wathurawilla | BM | 1600/- | Ceciliyan CTC | PD | 1800/- |
| New Peacock CTC PF | F1 | 1480/- | *Kurunduwatte | BM | 1550/- | | | |
| New Peacock CTC BF | P1 | 1380/- | Mayfield | FNGS/FNGS1 | 1440/- | | | |
| Delta CTC BI | P1 | 1380/- | Henfold | FNGS/FNGS1 | 1440/- | | | |
| Donside CTC BF | PS | 1100/- | Theresia | FNGS/FNGS1 | 1440/- | | | |
| | | | Adisham | FNGS/FNGS1 | 1440/- | | | |
| LOW GROWN | | | *Aldora | BOP1A | 1800/- | | | |
| Hingalgoda CTC PF | F1 | 2050/- | *Chandrika Esta | | 1750/- | | | |
| Ceciliyan CTC BF | | 1440/- | *Aldora | BOP1A | 1700/- | | | |
| Lantern Hill CTC BI | | 960/- | *Narangalla Sup | | 1700/- | | | |
| | | 2 30. | *Garden Leaf | BOP1A | 1700/- | | | |

COLOMBO AUCTION - WEEKLY GROSS SALE AVERAGES

SALE NO.06 OF 08TH FEBRUARY, 2023

| | | 2023 | 2022 | | |
|--------------------------------|----------|------------------|-----------------|--------|-----------------|
| | Weekly | Month to Date | Year to Date | Weekly | Year to Date |
| Uva High Grown | 1,188.24 | 1,180.92 | 1,238.68 | 634.21 | 629.80 |
| Western High Grown | 1,476.55 | 1,483.59 | 1,482.16 | 724.31 | 723.57 |
| High Grown | 1,405.55 | 1,409.29 | 1,417.31 | 705.66 | 696.46 |
| Uva Medium | 1,182.23 | 1,158.18 | 1,258.43 | 671.92 | 652.04 |
| Western Medium | 1,159.34 | 1,154.84 | 1,227.41 | 637.66 | 630.46 |
| Medium Grown | 1,165.65 | 1,155.75 | 1,236.47 | 645.87 | 636.92 |
| Low Grown (Orthodox) | 1,512.46 | 1,512.46 | 1,578.79 | 785.54 | 764.71 |
| Combined L.G. (Orthodox + CTC) | 1,485.66 | 1,472.77 | 1,550.74 | 770.29 | 748.71 |
| Total | 1,428.59 | 1,417.04 | 1,477.74 | 736.96 | 719.46 |

Private Sale Figures (06.02.2023 - 11.02.2023) - 105,882.25 kgs

Cumulative - 611,313.35 kgs

DETAILS OF TEAS AWAITING SALE

| | Sale of 21st/22nd Feb. '23 | | Sale of 28th Fe | <u>b/01st Mar. '23</u> |
|----------------------|----------------------------|------------------|-----------------|-----------------------------------|
| | <u>Lots</u> | Oty. (Kgs) | <u>Lots</u> | Qty. (Kgs) |
| Low Grown Leafy | 1,739 | 627,392 | 1,678 | 594,737 |
| Low Grown Semi Leafy | 1,516 | 659,185 | 1,475 | 614,928 |
| Low Grown Tippy | 2,047 | 1,028,044 | 1,792 | 861,044 |
| High & Medium | 1,233 | 523,284 | 1,166 | 479,827 |
| Off Grade/BOP1A | 1,899 | 928,825 | 1,674 | 827,091 |
| Dust | 465 | 428,132 | 398 | 361,956 |
| Premium Flowery | 407 | 65,401 | 358 | 54,162 |
| Ex-Estate | <u>707</u> | <u>739,541</u> | <u>643</u> | <u>656,721</u> |
| Total | <u>10,013</u> | <u>4,999,804</u> | <u>9,184</u> | <u>4,450,466</u> |

FUTURE CATALOGUES CLOSURE

Sale No.10 of 07th/08th March, 2023

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on 16th February, 2023 at 04.30 p.m.

Sale No.11 of 14th/15th March, 2023

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on 23rd February, 2023 at 04.30 p.m.

Sale No.12 of 21st /22nd March, 2023

The Main Sale & Ex-Estate Sale catalogues are scheduled to be closed on **02**nd **March**, **2023 at 04.30 p.m**.

BROKER'S SELLING ORDER

SALE NO. 08

Auction of 21st /22nd February, 2023

<u>Leafy/Semi Leafy/Tippy/B0P1A/</u> Premium Flowery

- 1. Forbes & Walker Tea Brokers (Pvt) Ltd
- 2. Ceylon Tea Brokers PLC
- 3. Asia Siyaka Commodities PLC
- 4. John Keells PLC
- 5. Eastern Brokers PLC
- 6. Lanka Commodity Brokers Ltd
- 7. Mercantile Produce Brokers (Pvt) Ltd
- 8. Bartleet Produce Marketing (Pvt) Ltd

High & Medium/Off Grades/Dust

- 1. Ceylon Tea Brokers PLC
- 2. John Keells PLC
- 3. Eastern Brokers PLC
- 4. Forbes & Walker Tea Brokers (Pvt) Ltd
- 5. Mercantile Produce Brokers (Pvt) Ltd
- 6. Lanka Commodity Brokers Ltd
- 7. Asia Siyaka Commodities PLC
- 8. Bartleet Produce Marketing (Pvt) Ltd

Ex-Estate

- 1. Eastern Brokers PLC
- 2. Ceylon Tea Brokers PLC
- 3. Lanka Commodity Brokers Ltd
- 4. John Keells PLC
- 5. Mercantile Produce Brokers (Pvt) Ltd
- 6. Asia Siyaka Commodities PLC
- 7. Bartleet Produce Marketing (Pvt) Ltd
- 8. Forbes & Walker Tea Brokers (Pvt) Ltd

Crop & Weather

For the period of 06th to 12th February, 2023

Western/Nuwara Eliya Regions:

The Western Region reported bright mornings and chilly evenings, whilst the Nuwara Eliya Region reported bright weather throughout the week.

Uva/ Udapussellawa Region:

The Uva Region reported clear mornings and chilly weather in the night time, whilst isolated evening showers were reported in the Udapussellawa Region throughout the week.

Low Growns:

The Low Grown Region reported sunny mornings and occasional evening showers throughout the week. According to the Department of Meteorology, showers are expected in the Ruhuna and Sabaragamuwa regions in the week ahead.

Crop Intake:

The Western High and Uva regions reported a slight increase, whilst the Western Medium, Nuwara Eliya, Udapussellawa and Low Grown regions maintained.

WORLD CROP STATISTICS (MKGS)

| Country | Month | 2021 | 2022 | Difference . , | To-date | To-date | Difference |
|-------------|-------|-------|-------|-------------------|---------|---------|------------|
| | | | | +/- | 2021 | 2022 | +/- |
| SRI LANKA | Dec. | 20.52 | 19.50 | -1.02 | 299.48 | 251.50 | -47.98 |
| BANGLADESH | Dec. | 6.93 | 7.78 | 0.85 | 96.51 | 93.83 | -2.68 |
| KENYA | Nov. | 50.70 | 49.20 | -1.50 | 485.30 | 478.00 | -7.3 |
| NORTH INDIA | Dec. | 50.80 | 48.0 | -2.80 | 1108.00 | 1110.40 | 2.40 |
| SOUTH INDIA | Dec. | 15.00 | 14.40 | -0.60 | 235.00 | 230.10 | -4.90 |
| MALAWI | Aug. | 2.09 | 1.99 | -0.10 | 38.40 | 35.70 | -2.7 |
| TANZANIA | June | 1.80 | 1.76 | -0.04 | 16.56 | 20.37 | 3.8 |
| UGANDA | July | 5.65 | 2.77 | -2.9 | 45.86 | 33.32 | -12.54 |

"Africa Tea Brokers Bulletin of Statistics"

ANNUAL STOCK VERIFICATION - Akbar Brothers Ltd

Please note that Annual Stock Verification of the above buyer will be held on 27th & 28th February 2023.

Therefore, all Ex-Estate deliveries will be accepted only until 25th February 2023.

No teas should be delivered to their warehouses during the stock verification on 27th & 28th February 2023.

All deliveries will be accepted as usual from 1st March 2023.

OTHER MARKETS

MALAWI MARKET REPORT SALE No. 07 HELD ON 15/02/2023

There was less demand for the 5040 packages on offer with many out lots due to low quality and producers' limit.

BP1 – Were taken out without bids.

PF1 – Single invoice sold at 3 USC below valuation, balance taken out under bids.

PF1SC – Not supported.

Secondaries – F1 sold at 2 USC easier on last where sold, balance secondaries were neglected on account of low quality.

WEATHER/CROP FOR THE WEEK ENDING 12TH FEBRUARY, 2023

Cloudy, warm to hot with increased rainfall activity throughout the week.

Crop intakes were higher this week than last week.

TEA BROKERS CENTRAL AFRICA LIMITED

BANGLADESH AUCTION

SALE NO.41 OF MONDAY 13th FEBRUARY, 2023

CTC LEAF: 44,283 packages of Current Season teas on offer once again met with much less demand with heavy withdrawals.

BROKENS: A few clean Brokens on offer met with quite a strong demand and sold at around last levels. All others met with less demand and prices declined quite substantially. Withdrawals were heavier particularly in the plain and poor categories. BLF teas continued to meet with a fairly good demand at around last levels.

FANNINGS: A select few clean Fannings on offer again met with a strong demand and were mostly firm. All other varieties met with less demand and prices declined quite sharply following quality. Withdrawals were again quite heavy particularly for the plain and poor varieties. BLF teas met with a fairly good demand at around last levels.

CTC DUST: 9,829 packages of Current Season teas on offer met with a fair demand with some withdrawals. Good liquoring Dusts met with good demand. Mediums met with fair demand and had some withdrawals. Plain and BLF Dusts were again an easier market with some withdrawals. Blenders were fairly active with some interest from the Loose tea buyers.

COMMENTS: Offerings again comprised of mostly end of season varieties. Blenders were less active this week whilst Loose tea buyers showed little more interest for the cheaper varieties. Withdrawals were more this week with a further decline in prices.

Dusts were an easier market with some withdrawals.

Quotations - This Week - (In Taka)

| Brokens | This Week | Last Week | Fannings | This Week | Last Week | Dust | This Week | Last Week |
|---------|-----------|-----------|----------|--------------|-----------|------|-----------|-----------|
| Large | 180-200N | 200-210N | Best | 225-250N | 230-250N | PD | 140-255 | 183-278 |
| Medium | 180-200 | 195-210 | Good | 200-215 | 210-220 | RD | 111-290 | 90-278 |
| Small | 185-210 | 195-215 | Medium | 160-180 | 170-190 | D | 100-305 | 100-295 |
| Plain | 100-130 | 120-140 | Plain | 100-130 | 130-140 | CD | 143-290 | 116-300 |
| BLF | 120-145 | 120-140 | BLF | 120-145 | 125-145 | BLF | 111-190 | 125-200 |

COURTESY: NATIONAL BROKERS LTD



FOR THE WEEK ENDING - 11TH FEBRUARY, 2023

KOCHI

CTC LEAF

Demand: Good Demand, All grades sold fully firm levels to dearer by Rs. 1 to Rs. 2.

ORTHODOX LEAF

Demand: Fair Demand.

Market: The whole leaf grades sold irregular to easier by Rs 2 to Rs 4 in line with quality.

The tippy and the primary brokens sold barely steady levels on the cleaner blacker sorts. The browner types faced heavy withdrawals with no bids.

Secondary brokens and fannings sold at steady levels.

Buying Pattern: Middle East and CIS buyers operated.

DUST

Demand: Good demand.

Market: Popular marks and better mediums sold irregular around last levels and

sometimes lower. Mediums and plainer sorts appreciated value by Rs 1 to Rs 2

and sometimes more.

Buying Pattern: Major Blenders operated with some support from packeteers, internal buyers

were selective.

COONOOR

CTC LEAF

Demand: Good.

Market: Market opened on a steady to firm note only to drop during the later part of the

sale by Rs. 1/- to Rs. 2/-. The sale had suffered fair withdrawal towards the fag end of the sale. The withdrawal percentage was witnessed more on the Better

mediums.

The overall sale percentage is 75% at an average of Rs. 117.23.

Buying Pattern: The Major Blenders Continued their support on the Medium and Common teas

along with other Regional Packeteers. Internal has been lending fairly good

support whilst the Export has been selective.

ORTH LEAF

Demand: Fairly strong

Market: Market opened on irregularly easier levels except for a few tippy teas. As the sale

progressed it witnessed slightly better interest which prompted steady to firm market on the Brokens and on the Whole leaf grades. However some of the

Secondaries and the BOPF's were trading at easier level.

The overall sale percentage is 88% at an average of Rs. 128.72.

Buying Pattern: Fairly stronger Export enquiry was forthcoming in which Consolidated Tea was

seen active whilst the Internal is being fairly active in which King Kailash and

Kushal Tea Trading were looking stronger.

CTC DUST

Demand : Fairly strong.

Market: Market was tending fully firm to dearer on the Best and better types whilst the

Mediums and Common teas were trading rather irregular and easier sometimes. The Smaller and finer dust grades continued to attract better demand for the

successive week.

The overall sale percentage is 87% at an average of Rs. 126.03.

Buying Pattern: Fairly good Internal participation was forthcoming along with the Major

Blenders. Export has been selective or rather subdued. Anjenya Enterprises has

been quite active on the Best and Better liquoring types as usual.

ORTH DUST

Demand: Strong.

Market: Generally an easier trend across all grades and categories except for a few lines

of Clonal and cleaner teas which have traded at firm levels. The price drop was

more noticed on the Tertiaries.

The overall sale percentage is 97% at an average of Rs. 107.04.

Buying Pattern: Fairly good internal operation was forthcoming with Madhu Jayanthi

International has been the bright spot on the Export front.

COIMBATORE

CTC LEAF

Demand: Good general demand.

Market: Better medium / popular sorts were irregular and lower by Rs.2/- with heavy

withdrawals. Medium and plainer teas were lower by Re.1/- to Rs.2/-.

Buying Pattern: Blenders and packeteers were active. Others selective.

ORTH LEAF

Demand: Fair demand.

Market: Whole leaf were lower by Rs.3/- to Rs.5/-. Primary brokens barely steady.

Secondary brokens suffered some withdrawals.

Buying Pattern: Exporters and internal were active.

CTC DUST

Demand: Good demand.

Market: Better medium / popular sorts were barely steady to dearer by Re.1/- to Rs.2/-.

Medium teas were dearer by Rs.2/- to Rs.4/- with few withdrawals. Plainer teas

were dearer by Rs.2/- to Rs.3/- sometimes more on finer grades.

Buying Pattern: Blenders and packeteers and internal were active. Exporters selective.

ORTH DUST

Demand : Good demand.

Market: Fully firm to occasionally dearer.

Buying Pattern: Internal and exporters were active.

Source: Paramount Tea Marketing (SI) Private Limited

15th February, 2023

- /tp

INTERNATIONAL TEA NEWS

Q&A: DAVIDsTEA CEO Sarah Segal Shares Insights on Tea Trends, Sustainability and the Retail

Landscapeby Aaron KielFeb 8, 2023 03:23pm



DAVIDsTEA CEO Sarah Segal

Sarah Segal, the CEO and chief brand officer at <u>DAVIDsTEA</u>, chats with World Tea News about tea trends, <u>sustainability</u>, the future of the brick-and-mortar tea retail landscape, and how DAVIDsTEA is making tea fun, interactive and accessible for all.

Segal most recently served as the DAVIDsTEA chief brand officer (a title she retained when she became CEO in December 2020), responsible for tea and product development, spearheading the company's digital transformation, and leading development of new sales channels.

From 2012 to 2017, Segal was a member of the Board of Directors of DAVIDsTEA, and since 2013 and up until her appointment as CEO of the company, she served as CEO of artisanal candy retailer <u>SQUISH Candy</u>, based in Montreal, Quebec, a company she founded.

Segal has a bachelor's degree in environmental health from McGill University and a master's degree in water science, policy and management from Oxford University.

She's also the daughter of <u>Herschel Segal</u>, who co-founded DAVIDsTEA with David Segal (who recently launched Firebelly Tea in 2021).

Ouestion: Hi, Sarah. Thanks for your time! When did you first become interested in tea?

Answer: Thank you for having me! Well, I have always loved to travel, and my wanderlust led me to China after completing my university degree. There, I not only fell in love with the language, but through exploring the country, I discovered tea culture. Living there deepened my understanding of tea, growing regions and the craftsmanship of tea masters.

Question: What do you love the most about tea – and do you have a favorite tea?

Answer: The best thing about tea, apart from it being THE wellness beverage, is the immense variety of what is available – from rare, premium single-origin teas to fun and funky herbal infusions, there truly is a tea for everyone, even if they don't know it yet. That is why making tea accessible is so important to me. Plus, there is more to tea than just the taste; tea supports a positive lifestyle by adding mindful "me" moments into our daily routine that help us slow down and take a pause. Better yet? Take time with friends and family over tea – it truly brings people together. This is more important than ever in our faced-paced lifestyles.

When it comes to my favorite tea... there are just too many to choose from! But, I am really loving Organic Turmeric Chai and Organic Ashwagandha Chai right now for their warming flavors, unique spice blends and wellness benefits.

Question: You have a master's degree in water science, policy and management from Oxford University, which is interesting for someone working in the tea industry. What water insights or lessons do you have for the tea industry?

Answer: I worked on water issues in China, which increased my awareness of how agriculture, land and air quality affect growing conditions. This really helped me better understand tea and the growing conditions and other factors that create a truly special product. After all – there's no tea without water!

Clean water is a fundamental human right and so water sustainability is a priority for us. In 2020, we launched

our DAVIDsTEA Impact Fund and began our Nepal Water Project with Jun Chiyabari Tea Garden, from where we source our Organic Nepal Black tea. The project currently helps provide four government schools in Nepal with clean drinking water, positively impacting the lives of over 3,200 students, teachers and staff! Our contribution is ongoing with a portion of proceeds from all sales of Organic Nepal Black supporting the project directly.

Question: How did you begin your professional journey at DAVIDsTEA? You've been a part of the team for more than a decade, correct?

Answer: I had just finished my master's degree and was considering when and where to do my PhD. My father and cousin had just co-founded a tea brand called DAVIDsTEA and I was going to work with them for six months while finalizing my next steps. After just one day there, I thought to myself, "This is the best job in the world... how can working in tea be work?!" That was over 14 years ago and today, I'm proudly the chief executive officer and chief brand officer of the company. I so deeply appreciate the team of creative minds I get to work with – our team is so diverse, interesting, talented and passionate that it fuels me every single day in making the best teas accessible to everyone.

Question: For those who are not familiar with DAVIDsTEA, what would you like to share?

Answer: We just love loose leaf tea! It has been DAVIDsTEA's mission since opening our doors in 2008, to make tea fun and accessible. Whether you're a total newbie, a seasoned tea drinker or simply tea curious, we don't judge, and we've got you covered with teas and accessories to meet your personal needs.

Our combination of unique and natural ingredients, inspiration from tea traditions around the world, and our partnerships with specialty tea gardens brings people together. We love tea and respect ingredients, but also believe that rules are meant to be adapted, which keeps our collection fun, fresh and interesting. We have a selection unlike anything else you'll find on the market! Perhaps most importantly, we are passionate about doing good and are committed to making the world a better place through sustainabilitea, positivitea and communitea. Can you tell we love a tea pun?



Adaptogenic teas

Question: Tell us about the teas and tea-related products that DAVIDsTEA offers?

Answer: We like to say that DAVIDsTEA is THE tea company for everyone... so that should give you an idea! We're passionate about bringing tea to all and meeting customers, wherever they are in their individual tea journey. From innovative tea blends to our Garden to Cup collection, we offer a tea for everyone. I am very excited about our <u>Garden to Cup collection</u>. This incredible group of teas includes premium, single-origin teas sourced from the world's greatest gardens – like Organic Nepal Black and Organic Jasmine Black Pearls, both winners in the black tea category of the 2023 Toronto Tea Festival's Tea Tasters Box Challenge! We also have one of the largest <u>matcha collections</u> in North America, with premium matcha sourced from Nishio and Kyushu, Japan. From high- quality Organic Ceremonial Matcha to our innovative, first-to-market <u>Glitter Matcha</u>, we have a matcha for every occasion and taste.

But it's not just about the tea – we have a curated line of <u>tea accessories</u> and starter kits, too. Traditional bamboo whisks and bowls, contemporary color-changing mugs, tea presses and more to make tea as easy as possible. We especially love our Matcha Maker – developed in-house by our incredible team; it's designed to make matcha quickly and easily, so absolutely everyone can fit it into their busy lifestyle. We want to be THE destination to find whatever you are looking for in the wide world of tea.

Question: What are some of the most popular DAVIDsTEA products right now and why?

Answer: A lot of people are now shopping for functional and wellness teas. We're seeing a huge increase in interest around adaptogenic blends like Organic Ashwagandha Chai, Reishi Relax and Organic Lavender Earl Grey – also featuring ashwagandha – for folks seeking enhanced focus and calm.

Recent studies have shown that during the pandemic and its lockdowns, people have been re-evaluating their relationship with alcohol and making more mindful choices. As a result, our <u>Mocktail Collection</u> has been a huge hit, featuring refreshing and alcohol-free blends like Gin & Tonic, Organic La Vida Coco, and Brown Sugar Bourbon – all great on their own or as the base of a spirit-free cocktail. Of course, we have best-selling blends that are customer favorites, too! You'll find teas like Organic Cream of Earl Grey, Organic Cold 911 and Organic Japanese Sencha at the top of the list.



Tea mocktails

Question: What can you tell us about how you source and blend your teas?

Answer: We have a serious passion for blending and we love to think outside the cup. Our dedicated team with decades of experience work hard to find the right balance of flavors while researching traditional ingredients and exploring new ones. We quite literally source ingredients for our blends from across the globe – matcha from Japan, papaya from Sri Lanka, chamomile from Croatia, yerba maté from Brazil, rooibos from South Africa, peppermint from the U.S.... the list is endless! We work with trusted suppliers that share our passion for ethical sourcing and high-quality standards.

Question: Are there any herbs, spices or other ingredients you're really excited about when it comes to tea blends?

Answer: Adaptogens! These plants and fungi help you adapt to stress while bringing balance to your life. Though they are trending now, we have been featuring adaptogens for a while and we now have quite the collection featuring adaptogenic plants and roots like ashwagandha and turmeric, and functional mushrooms like reishi, chaga, lion's mane and vegan-friendly cordyceps. What excites me most is our ability to take these ingredients and make them accessible both in flavor and function. So, you don't have to be completely plugged into this new trend and do a bunch of research to enjoy a cup and all the benefits it has to offer!

Question: What are some of the other big consumer trends and tea-related trends that you're paying attention to?

Answer: Beyond adaptogens and alcohol-free beverage options, we're really interested in powdered teas like matcha and hojicha. We love their versatility and benefits! Since these are powdered, you are ingesting the full leaves and ingredients, so you are getting every last bit of nutrients the tea has to offer. We are also loving all the development in clean energy infusions like yerba maté and are keeping a close eye on the ready-to-drink category.

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Matcha

Question: Sustainability is a big commitment and mission of DAVIDsTEA. What can you tell us about those efforts?

Answer: Absolutely! Our team's decisions are fueled by our desire to make the world a better place and so we have three pillars of our sustainability strategy, built with the <u>UN's Sustainability Development Goals</u> in mind. Ethical and sustainable tea sourcing is built on our goal to positively impact the tea industry throughout our supply chain. We source from trusted partners with a focus on Certified Organic and <u>Fair Trade Certified</u> teas and ingredients. We're also a member of the <u>Ethical Tea Partnership</u>, supporting their efforts to create a fairer, more sustainable tea industry. Compostable and regenerative packaging is a priority for us. For example, our sachet bags are entirely plastic-free and biodegradable – and always have been – but we're continually looking for new ways to elevate our packaging and shipping materials to compostable, recyclable and earth-friendly options.

Caring for our community is where we really shine. We've donated over 1.3 million cups of tea to our amazing frontline heroes since the start of thepandemic, prioritize the mental and physical health of our employees and community, and partner with local organizations like Mamas for Mamas and Vent Over Tea to support those in need.

For anyone looking to learn more about our sustainability practices, you'll find information and updates on our sustainability page! [See DavidsTea.com/ca en/sustainability]

Question: What other tea industry issues are most important to DAVIDsTEA?

Answer: Like most industries, there's a lot of space to make things more inclusive – and tea is no exception. As a Canadian company operating on largely unseeded Indigenous lands, it's important to us to share our tea love and amplify Indigenous voices and their businesses.

Last year we partnered with Indigenous-owned and woman-led tea company <u>Tea Horse</u> to launch a special blend called Manoomin Maple. Featuring star ingredient manoomin [meaning "wild rice" in Ojibwe], this collaborative tea gives back to Indigenous communities through the David Suzuki Institute's <u>Reconciling Ways of Knowing</u> program. We worked closely with the Tea Horse founders at every stage to ensure that the organization selected would best support Indigenous communities and their needs. Manoomin Maple continues to be a fan favorite and give back.

It's also so important to us to develop meaningful, trusted relationships with our suppliers and the tea gardens we source from, and that means giving back to those communities as well. I had the opportunity to talk about our Nepal Water Project [earlier], but what I didn't mention is that we support this project through the DAVIDsTEA Impact Fund – an ongoing effort that contributes to our local and global give-back initiatives. In addition to our Nepal Water Project, the DAVIDsTEA Impact Fund has supported two other global projects:

- 1. South African Homework Facility Project. In collaboration with Johan, a South African rooibos tea producer, DAVIDsTEA built a homework facility that provides a safe space where the children of tea farmers from the small-scale farms in the Cederberg mountains can study.
- 2. C.A.M.P. by DAVIDsTEA x Ethical Tea Partnership. In summer 2022, we launched C.A.M.P by DAVIDsTEA x Ethical Tea Partnership, which stands for Child-friendly Areas for Meaningful Positivitea, to provide safe education spaces for children of tea growers whose parents have relocated for temporary jobs during the summer off-season. The program ran in the Zhejiang region of China and offered an extensive curriculum covering topics ranging from science to social skills and nutrition, in addition to providing courses for caretakers such as literacy, health and maternity protection.

Question: Since entering the wholesale market four years ago, DAVIDsTEA has increased its presence at retail businesses in more than 3,800 doors in Canada, including 250+ store-in-store configurations. Can you tell us a little more about that wholesale strategy and future plans?

Answer: Ultimately, we want to reach our customers where they're already shopping. The <u>store-in-store</u> <u>concept</u> is an evolution of our already established wholesale presence within thousands of grocery stores and pharmacies across Canada. We've seen great success with this model, and you can expect to see us in even more doors throughout 2023! We're continually growing our wholesale footprint and a big part of our strategy includes increasing our Amazon assortment, introducing ready-to-drink beverages, and most excitingly, entering the U.S. wholesale market.

Question: How many physical shops does DAVIDsTEA currently have in Canada?

Answer: We have <u>18 flagship locations</u> coast to coast and one kiosk in our hometown of Montreal. We're always looking for new places to pop-up – let us know where you'd like to see us!

Question: What are your thoughts on the brick-and-mortar tea retail landscape in the United States, and what it'll take for a business to be successful on a grand scale?

Answer: Tea is an intrinsically social beverage and the in-person connection is so valuable. To be successful you need to continually adapt and stay flexible. The retail landscape is ever-changing, especially these last few years. Persistence and experience are key to staying on top and getting results. That means being creative and finding new ways to meet your customers where they are, like pop-up experiences, events and partnerships.

Question: Currently, DAVIDsTEA ships online orders throughout Canada and the United States. Do you have plans to ship internationally in the future?

Answer: I can't spill all our secrets, but we do get requests to ship to countries all around the world! Right now, we're focused on perfecting our experience in Canada and the U.S., but who knows what the future will bring!

Question: Many of the readers at World Tea News are buyers from various vertical markets. What can you tell us about the wholesale opportunities available? Who are your ideal wholesale partners.

Answer: When it comes to wholesale, from coast to coast you will find a curated selection of DAVIDsTEA teas and accessories in grocery stores like Loblaws, Longos and Sobeys, pharmacies like Shoppers Drug Mart and Rexall, and big box stores like Walmart and Costco. We've successfully grown our wholesale presence to over 3,800 locations across Canada – and we are not stopping there! We are in discussions to enter several big box retailers across the United States, which we hope will include Costco U.S.

Question: Thanks for your time! Last question: What does the future hold for DAVIDsTEA?

Answer: Thank you for having me! We are constantly focused on evolving our experience across all our channels and making use of technology to connect in new and exciting ways. We also look for constant improvement with feedback from our customers on all aspects of what we do.

I am proud to say that last summer we reworked our beverage preparation process and invested in new drink-making technology to create a more efficient experience for customers. We had the opportunity to try out this new menu at our limited time pop-up at the Lululemon Fuel Space on Newbury Street in Boston, Massachusetts. It was a hit and we brought it home to Canada in our Carrefour Laval store in Quebec. This is just one example of the upgrades we're looking forward to rolling out this year at DAVIDsTEA. Stay tuned for the ongoing evolution of the DAVIDsTEA Experience!

Kenya Tea Exports Fall to Five-Year Low

by Dan Bolton February 8, 2023

Extreme weather in 2022 and unusually soft demand from Kenya's major tea customers stymied efforts to stimulate exports, resulting in a 21% decline through the end of October to 370 million kilograms, a five-year low.

Kenya exports virtually all of the black tea it produces. Egypt and Pakistan purchase 55% of Kenya's tea in a typical year, but 2022 was anything except typical.

Extraordinary rainfall inundated Pakistan, and in June, the government urged consumers to stop buying foreign goods, including tea. Egypt ran short of foreign exchange revenue as the local currency declined 35% against the U.S. dollar. Tea is traded predominately in dollars. Sales to Egypt were down 42% to 4.4 million kg for the 10 months. These factors contributing to a 13% decline in volume at the Mombasa Auction for the period.

Kazakhstan orders declined by 40%. The United Kingdom imported 29% less tea. Sudan bought 35% less. And orders from the Russian Federation fell by 37%. Russia's invasion of Ukraine disrupted the black tea supply chain, affecting trade with CIS countries. But economic doldrums in Europe and across Africa had an even more significant impact.

In total, tea buyers purchased 98 million fewer kilograms in Mombasa compared to the same period in 2021.

Regarding weather, the Tea Board of Kenya anticipated lower yields due to a short rainy season, as the worst drought in 40 years dragged on. Lack of rain brought production down by 5.8 million kg through October, a nominal 1.34% decline.

Rainfall across the Horn of Africa declined for the fifth year. Rainfall totals in 2022 were the lowest in 70 years. The drought is the most prolonged and severe on record, threatening 20 million of the 36 million people living there. More than 1.5 million people in Kenya received humanitarian assistance in 2022 to cope with the drought.

But scarcity boosted prices, a positive change given several years of depressed foreign earnings from tea. The 10-month auction average was \$2.49 per kg for bulk quantities from large plantations and \$2.71 per kg for tea produced by smallholders.