

How to Find Tea Buyers in the UK

1. Online B2B Platforms

These platforms connect exporters (you) with global buyers:

- Alibaba.com
- IndiaMART (International section)
- GlobalSources.com
- TradeIndia Export
- ExportHub.com

2. Email Outreach

Find UK tea distributors or cafes via:

- Google Maps
- LinkedIn (search: "tea importer UK", "tea supplier")
- Business directories (e.g. Yell.com, Kompass)

Tip: Send a professional email with:

- Product catalog
- Pricing sample
- Certifications (Tea Board, FSSAI)
- Free sample offer

3. Export Fairs & Trade Events

Participate in or attend:

- World Tea & Coffee Expo
- SIAL (Paris, with UK buyers attending)

- Anuga Fair
- Gulfood (Dubai)
- UK-based: IFE (International Food Exhibition), London

4. Register with Indian Export Promotion Councils

Like:

- Tea Board of India: Can help you with buyer connections and export support
- APEDA: For agricultural product exports

Popular Indian Tea & Coffee Exports to the UK

1. Assam CTC Tea (Crush-Tear-Curl)

- Most exported variety from India
- Strong flavor, used in everyday tea bags
- Price: Rs. 230-280/kg (bulk)
- High demand in supermarkets and restaurants

2. Arabica Coffee (from Karnataka or Kerala)

- Milder taste than Robusta
- Preferred by UK specialty cafes

Top Indian Tea Varieties Exported to UK:

Tea Type	Origin	Notes
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Assam CTC	Assam	High volume, low cost, strong
Darjeeling	West Bengal	Premium, light & floral

| Nilgiri | Tamil Nadu | Smooth, fragrant |

| Masala Chai | Blended India | Strong black tea + spices |