

Press Release

Teekampagne Expands to North America: Boston Tea Campaign Offers Pure Darjeeling Tea at Affordable Prices

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After its successful market entry in Japan, Teekampagne has started operations in the United States and Canada as BOSTON TEA CAMPAIGN. Through its electronic storefront at www.bostonteacampaign.com, Boston Tea Campaign offers top-quality Darjeeling tea at radical prices.

By specializing in Darjeeling tea, and selling large quantities directly to the consumers, Boston Tea Campaign saves on storage, transportation, packaging, and marketing. Boston Tea Campaign submits its tea to the most stringent tests for purity and taste. All of its Darjeeling tea meets the standards for organic products. Various food-testing agencies have certified its top-quality ranking.

An Entrepreneurial Experiment with a 20 Year Track Record

Teekampagne was initiated in 1985 by Guenter Faltin, professor of business education at the Free University of Berlin, as an entrepreneurial example for his students. It has evolved into a highly efficient enterprise and become the largest mail order tea business in Germany. According to the Tea Board of India, Teekampagne is the world's largest single importer of Darjeeling leaf tea.

Tea Board of India's Seal for Pure Darjeeling

"Darjeeling" is not always Darjeeling. The Tea Board of India estimates that up to 40,000 tons a year are sold as "Darjeeling" worldwide, although the District of Darjeeling only produces 10,000 tons. To protect against the blending of genuine Darjeeling with cheaper teas from other areas, the Tea Board awards licenses and a seal of authenticity to companies that sell 100% pure Darjeeling.

Each package of Boston Tea Campaign tea features bears the Tea Board of India's license number and seal of authenticity.

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