



gurieli

A close-up photograph of tea leaves and a silver strainer. The strainer is filled with dark, curly tea leaves and is placed on a light-colored wooden surface. A small metal cup filled with tea leaves is visible in the background. The text "Table of Contents" is overlaid on the image.

# Table of Contents

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A detailed photograph of a formal tea service. In the foreground, a white ceramic teacup sits on a matching saucer. A small, square, white tea tag with a black logo is tucked into the cup. A silver spoon rests on the saucer. To the left, a white cloth is neatly folded. In the background, a silver teapot with a dark handle and a silver sugar bowl are visible. The table is set with silverware, including a knife and a fork. The background is softly blurred, showing green foliage and a white container. The overall atmosphere is elegant and sophisticated.

# The Beginning of New Era

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## BEING PROUD OF WHAT WE DO, WE WOULD LIKE TO PRESENT THE BEST GEORGIAN BRAND OF TEA

The idea of Gurieli was born in 2008. Two years of intensive work with the production managers, workers and farmers, financial institutions, government officials and international partners – marketing companies, vendors and consultants followed. And in 2010 the first packs of packed, branded Gurieli, made of premium quality green tea leaves could be found in all shops across Georgia.

Since then we have been working on development and perfection of this umbrella brand. Each day, step by step, full of passion we strive towards our mission: To provide the healthiest drink of the millennium to the world from the finest, environmentally-friendly, best tea plantations of rural Georgia.

We see ourselves as partners with our valued customers, employees and community, promoting healthier lifestyle and helping them to lead happier lives.





# From the Beginning

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Prince Mamia V Gurieli (1809-1826), last ruler of Guria principality in Western Georgia, took great interest in transforming and developing the agricultural sector.

Following the advice given by the French botanists Andre Michaux and his son Francois Andre Michaux, who were the first to bring the tea plant to the United States in 1799, the Prince ordered the first Tea - *Camellia Sinensis* samples.

These were brought to his botanical garden by the Scotsman Jacob Montague Marr, together with other exotic plants. Cultivation of this once unknown plant has laid the grounds for the development of what in the following decades became one of the biggest agricultural industries in Georgia.

A handwritten signature in black ink, likely of Prince Mamia V Gurieli, written in a cursive script. The signature is written on a white background.

It was back in 1809, two hundred years ago...



# Georgia and Tea

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1861 the first Georgian “baikhi” tea was produced on an industrial scale. After exhibiting the product at the Russian agricultural exposition in St. Petersburg (1864), Georgian tea gained acknowledgment. The first notable shipments were made to Russia in 1885 and soon the Georgian tea could be found in shops across Europe. In 1899 Georgian Tea was awarded Golden Medal at Paris International Exhibition.

1900s tea producing companies started emerging, more and more tea plantations were cultivated and new processing factories were built. The Georgian tea industry saw rapid and remarkable growth under the Soviet Union.

In 1980’s the Georgian tea industry already engaged 190 000 employees, owned more than 70 thousand ha of tea plantations, 140 primary production, 25 tea packing and 3 mechanical factories and a number of industrial units.

Georgia produced 600 thousand tons of green leaves or 133 thousand tons of tea becoming the fifth largest tea producer in the world after India, China, Japan and Sri-Lanka.



# Uniqueness of Georgian Tea

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Due geographic location, climatic conditions, temperatures that vary drastically between summer and winter determine the unique character of Georgian tea. Due to natural factors, it is not necessary to use of pesticides and herbicides therefore our tea is ecologically pure and the environment is less polluted.

The number of sunny days in Georgia, optimal average annual temperature (+12.5 - +14.7 C) and subtropical climate contribute to the quality of tea leaves. Strong contrast between day and night-time temperatures during the period when the tea shoots start to appear, produces aromatic substances in the delicate sprouts of the plant creating a complex bouquet of aroma unique to Georgian tea.



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It is noteworthy that Georgia has played an essential role in the study of tea cultivation worldwide. Georgian scientist, Ksenia Bakhtadze first proved the principle that different varieties of tea could be crossed to create plants with unique traits. Through the generational selection method, she managed to make over 16 hybrid varieties characterized by high frost-resistance and economic efficiency.



The primary idea behind this new venture was to create the Georgian brand, that would become the sign of quality and reliability. Decision of cooperating with the famous Ogilvy and Mather Group was crucial as together, we managed to build the brand with value – Gurieli, which represents a unique blend of tradition and novelty, as the tea manufacturing has a 200 year long history and is associated with the established Georgian industry and production of the branded, packed Georgian tea after the years of the crisis in this sector is related with re-birth. The concept behind the brand quickly gained international recognition and consumer loyalty..

Our packaging and concept has had success on numerous international competitions. The “Gurieli Export” packaging has been awarded with Gold at the Idea! Festival in Minsk, Belarus. “Gurieli Export” packaging was shortlisted for the “The Big Book of Packaging” in 2011, which features the most innovative works from around the world, where you can find only the brands with best advertising, design and packaging of the year.

Other Awards include:

GOLDEN HAMMER - SILVER FOR THE “MAKING OF GURIELI FRUIT TEA VIDEO” , CATEGORY: CRAFT 2012

- Kiev International Advertising Festival - Bronze (category: graphic design), short-list (category: design in marketing communications) 2010
- Armenian Advertising Association : Special Prize “Nation’s Favorite in Advertising”2010
- International Advertising Festival ‘Golden Drum’ - Finalist 2010 Moscow International Advertising Festival ‘Red Apple’ - short-list 2010
- International Festival ‘Popok’, Armenia - short-list 2010





# Gurieli- The Georgian Brend of Tea

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## Golden Brand of Georgia

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For four consecutive years 2010, 2011, 2012, 2013 brand “Gurieli” received the title of “Golden Brand” on the annual award ceremony organized by “The Global Idea”.

The title is awarded based on various factors including brand awareness, popularity, advertising, PR activities and surveys. In 2013 our newest brand “Prince Gurieli” received the Golden Award.



## National Business Award

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In 2013 “Geoplant” was selected by Media Holding “Georgian Times” and Marketing research association “Gorbi” and we received the National Business Award for the Revival of Traditional Industry and High Ecological Standards.

In October 2014 we received the second National Business Award for Successful penetration of New Export Markets and implementation of New Technologies.





## Mercury Award

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In 2012 we received the Mercury Award – Company of the Year for “Revival of Traditional Industry” granted by the Ministry of Economy and Sustainable Development of Georgia





Touch of the Past, Taste of the Future

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Prince Gurieli is our exclusive products, the newest one, released in 2014. It is made from highest quality, ecologically pure tea leaves grown in the high mountain plantations of Caucasus and handpicked in May, when the tea sprouts are newly flourished. Carefully processed, these are later transformed into what can be regarded as the 'Everest' of Georgian tea.

With each cup of overflowing dainty green leaves, treated one at a time, opulent aroma, refined taste,

freshness and purity, Prince Gurieli allows you relish the Georgian tea tradition.

Together with loose black and green tea in tin boxes, for the first time in Georgia we introduced the exclusive pyra-pack (silk pyramids) packaging to the market.



TRADITIONAL BLACK



TRADITIONAL GREEN



EARL GREY



## Prince Gurieli

JASMINE BLOSSOM

ALPINE BERRY

WILD MINT



## Gurieli Classic

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CLASSIC GREEN

CLASSIC WITH BERGAMOT

CLASSIC BLACK

GREEN WITH JASMINE





The best Georgian brand of tea.

Pampered by Nature

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# gurieli

## fruit tea



Georgian nature unveiled to us the mystic art of fruit tea making. Since olden times, Georgian fruit has been renowned for its delicate aroma and outstanding taste. With every cup of Gurieli fruit tea, discover juicy golden citrus of the subtropical Kolkhian lowland, bubbly untamed berries of the Caucasus mountain slopes, and blazing savory fruits from lavish orchards of eastern Georgia.

The first ever branded fruit tea in Georgia is the “Gurieli Fruit Tea” – an exclusive product, which offers a full glimpse of tastes that Georgia’s diverse nature has to offer. Georgian Berry, Georgian Forest Fruit and Georgian Subtropics are three different types of fruit teas, which are all made of a mix of dry, wild-grown fruits.



## Gurieli Fruit Tea

GEORGIAN BERRY

GEORGIAN FORES

GEORGIAN SUBTROPICS





A top-down view of a white ceramic teacup filled with yellow tea, resting on a matching saucer. The saucer is decorated with a delicate floral pattern of pink, blue, and yellow flowers. The cup and saucer are placed on a white lace doily with a scalloped edge. The entire set is on a light pink fabric background. In the top left corner, there is a large, out-of-focus cluster of purple hydrangea flowers. To the right of the teacup, there are two small, single purple flowers and a colorful embroidered hummingbird with green, blue, and red feathers. The text "Pampered by Nature" is written in a purple serif font across the middle of the image, with a thin purple horizontal line underneath it.

Pampered by Nature

A still life photograph featuring a white ceramic teacup with a gold rim and a colorful illustration of a bird perched on a branch with red berries. The cup sits on a matching saucer. To the right of the cup are two bright yellow daffodils. A small white tag with a black silhouette of a person's head hangs from the cup. In the background, a book with a red spine is partially visible. The entire scene is set on a rustic, blue-painted wooden surface. The text "The Natural Treasure of Georgia" is overlaid in white serif font across the middle of the image.

# The Natural Treasure of Georgia





The rapid growth of popularity of herbal teas encouraged us to create another line for the Gurieli family. We are proud of our Gurieli Herbal Tea line offering Mint, Chamomile and Alpine Tea. The exclusive, innovative recipe used for blending the mint, chamomile and rhododendron plants with the best green tea leaves determines the special, well-balanced taste of the drink and enhances their health beneficial and healing properties.

The unique and endemic species of herbs found in the Alpine and sub-alpine areas, volcanic highlands, deciduous and coniferous forests have with-

stood the test of centuries and are a living monument of Georgia's natural and cultural heritage. Due to its holistic qualities, Gurieli Herbal Tea combines natural soothing and stimulating features with a distinct antioxidant function. All the treasures of the Georgian nature are gathered in a single cup for your healthier future.



## Gurieli Herbal Tea

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### MINT

The benefits of Mint are well known since olden times, it has been used for centuries in order to cure or prevent a number of diseases. Research made by Prof. Susan Farr(Ph.D) from the St. Luis University is important as it revealed that the antioxidants present in the mint plant stimulates brain, improves learning and memory and has beneficial effects on altering the course of age-related cognitive decline.

### GHAMOMILE

Chamomile is another herb that has numerous health benefits known since olden times. Recently the American Chemical Society journal published a research made by Elaine Holmes, Imperial College, which revealed the unique medical benefits present in the chamomile, that it has important antibacterial effect on the organism, improves immunity and is effective for treatment and preven.

### ALPINE TEA

Natives of Georgia have long been aware of the health benefits and unique properties of the tea brewed from leaves of Rhododendron Caucasicum, a polyphenol-rich evergreen, also known as alpine rose, that grows in the Caucasian mountains.





# The Natural Treasure of Georgia

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Rcheuli



ჭონყრა

Other Brands

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## Rcheuli

One of our key objectives was to create tea brands, that would be present in all market segments. By creating Rcheuli we satisfied the customers, who love lighter tea, with less astringency and also successfully penetrated the economy segment.

The idea behind the brand, in addition to taking over the non-branded market and creating a sort of buffer zone to protect our main Gurieli brand,

was to make all possible tastes and combinations that we produce available for an extremely low cost.

The best quality-cost ratio, similar price for all varieties of the product, as well as balmy taste created for the less strength-oriented tea-lovers are the key advantages of the Rcheuli brand.





# Georgian Baikh Tea







## Baikh tea for welding

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While retail spaces are filled with a variety of teas from all sorts of different origins, the eye of both Georgian and foreign consumer familiar with Georgian tea still looks out for the traditional Georgian tea package on the store shelf. Memories of a cupful of hot tea, a cast iron Samovar going up in fumes, and crystal marmalade saucer still carry the same old scent. It was precisely this nostalgia that inspired creation of our traditional brand “Georgian Baikhi #36”—tea, quality and aroma of which we have inherited from our ancestors.

The carefully designed export prototype under the name is particularly popular on the ethnic markets of the former Soviet Union as well as Western Europe. The brand is practically analogous to Rcheuli with regard to its quality grade and characteristics, but differs with its unique name and package design, which is virtually a replica of the popular Soviet-era product.



# Ali Sultan

Ali Sultan is appreciated for intensity, excellent black tea with saturated taste, very beautiful color and pleasant, delicate aroma. It has bright astringency. The leaves of this beautiful-looking tea are very well twisted crosswise. It requires only the most fresh and delicate leaves, i.e. the upper flesh. This tea has a double-freshness impact.

Ali Sultan is the mixture of High grown Sri Lankan and Georgian tea. The excellent blend made by our tea tasters and loved by consumers in Georgia, especially in specific districts where the ethnic Azerbaijanis live.



Ali Sultan



A close-up photograph of a tea plant with vibrant green, serrated leaves. The leaves are arranged in a cluster, with some showing signs of being plucked. The background is a soft, out-of-focus green, suggesting a tea plantation. The overall lighting is bright and natural, highlighting the texture and color of the leaves.

GeoPlant

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The establishment of Geoplant Limited in the 1996 has become the major turning point, this year can be marked as the beginning of the revival of the Georgian tea industry. Despite the difficulties Geoplant Ltd became the leading tea producing and trade company in South Caucasus. The main business line of the company was the sale of bulk tea for export markets, until the management decided to start the packed tea production. Our key clients for the past 17 years are:

Plantextract, Martin Bauer (Germany),  
Van Rees North America (Lipton, USA),  
Dobrinia Dar (Ukraine),

Mayski Chai (Russia),  
Martin Bauer Middle East, Doruk Teknik (Turkey)  
Glatfilter GmbH, Purico GmbH (Germany),  
Kölle Etiketten GmbH, Drahtwerk Elisental GmbH (Germany),  
Zwirnerei a.d. Wutach GmbH (Germany),  
Mabroc Teas (Pvt) Ltd (Sri Lanka),  
Gokal Beverages Limited (Kenya),  
EIGENart by Brüssel Steel GmbH, (Germany),  
Dongguan City Jingli Can Co. Ltd (China).



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The company currently holds 1 095 ha land, tea plantations in three regions of Western Georgia: Guria, Samegrelo and Imereti.

We own three production units equipped with state-of-the-art machinery from TI Global (India) for primary production of both black and green teas, blending and flavoring facilities, packing machinery from IMA S.p.A. (Italy), Marden Edwards (Great Britain), Fuso (Japan).

The new, packing factory is currently under construction and from April 2015, equipped with the best, modern machinery, it will start working with full capacity in order to provide better and diverse packaging for our exclusive products.





## QUALITY MARK

Exceptional quality has always been one of our primary goals, for years we have maintained and only improved the quality standards at all levels in Geoplant Limited. The “Georgian Quality Foundation” has awarded us with the “Quality Mark”, based on thorough examination and research conducted in our factories, including technical equipment, analysis of work processes, organizational structure, quality of products and hygiene norms.

“Quality management and quality of products provided by the Geoplant corresponds to the highest level established within the “Quality Mark” program and this company is authorized to use the “Quality Mark” on its packaging.” - says the certificate granted by the Foundation.



## HACCP

International certifications are also an important part of our quality management system. In 2014 we received the Hazard analysis and critical control points or HACCP certification, which is a systematic preventive approach to food safety from biological, chemical, and physical hazards in production processes that can cause the finished product to be unsafe, and designs measurements to reduce these risks to a safe level.



## ISO 220001

In 2015 Geoplant Limited received the ISO 220001 - international standard that specifies the requirements for a food safety management system that involves the following elements: interactive communication, system management, prerequisite programs and HACCP principles. The certification, which is an industrial-specific risk management system for any type of food processing and marketing.



**GEOPLANT**





