



TaTap Чадар

COLLECTION OF BRIGHT TEA FLAVORS
FOR YOUR BUSINESS





Татар
чае

«Gilemkhan» tatar tea is a continuation of the traditions of tatar tea drinking

The Kazan Gostiny Dvor played a colossal role in the introduction of tea to Russia. The Kazan Gostiny Dvor is the gateway for tea into Russia. The Tatars developed a high culture of tea drinking, and this beverage was given a cult-like, symbolic significance. In Tatar families, a tender relationship with tea was fostered. The «Gilemkhan» tea was created by experts in Tatar tea drinking, using the finest Ceylon tea and traditional blends.





Tatap Чад

With our tea in various variations (assortment), we aim to convey the culture of consuming this beneficial beverage to all nationalities in our vast country. To achieve this goal, we use high-quality raw materials from the island of Ceylon (Republic of Sri Lanka), where this drink is considered sacred by the local population. The Sri Lankans treat tea with great care, and importantly, they pick it by hand. The herbs added to our blended teas are also of exceptionally high quality and, importantly for us, contain no artificial flavoring.





Black tea medium leaf

Tea Gilemkhan "Татар чәе" "Сөтле Чәй"
(BOP) 175 gm., medium leaf



Black tea large leaf

Tea Gilemkhan "Татар чәе"
(OPA) 175 gm., large leaf



Tea with oregano

Tea Gilemkhan "Татар чәе" Мәтрүшкәле чәй
(selected tea with oregano) 175 gm., medium leaf



Tea with mint

Tea Gilemkhan "Татар чәе" Бәтнекле чәй
(tea with mint) 175 gm., medium leaf



Tea with lime blossom

Tea Gilemkhan "Татар чәе" Юкә чәчәкле чәй
(tea with linden flowers) 175 gm., medium leaf



Tea with blackcurrant leaves

Tea Gilemkhan "Татар чәе" Кара карлыганлы чәй
(tea with blackcurrant) 175 gm., medium leaf



Tea with thyme

Tea Gilemkhan "Татар чәе" Чамбырлы чәй
(tea with thyme) 175 gm., medium leaf



Tea with bergamot

Tea Gilemkhan "Татар чәе" Бергамотлы чәй
(tea with bergamot) 175 rp., medium leaf



Tea with St. John's wort

Tea Gilemkhan "Татар чәе" Сары мәтрүшкәле чәй
(tea with St. John's wort) 175 gm., medium leaf



Green tea

Tea Gilemkhan "Татар чәе" Яшел чәй
(green tea) 175 gm., medium leaf



Why do people choose «Gilemkhan» tatar tea?

1 Clear positioning
«Folk traditions of tea drinking»,
«Tatars know a good tea».

2 High consumer trust in the
historical tradition of Tatar
tea drinking.

3 Selected tea, with each type
intended for its corresponding
brewing method.

4 Luxurious, high-quality
packaging emphasizes the
value of the product.

5 The shelf price makes the
product accessible for
regular consumption.

6 Souvenir series - helps
in building brand awareness.

7 The Tatar population in Russia
is 5.3 million, accounting for
3.8% of the total population.

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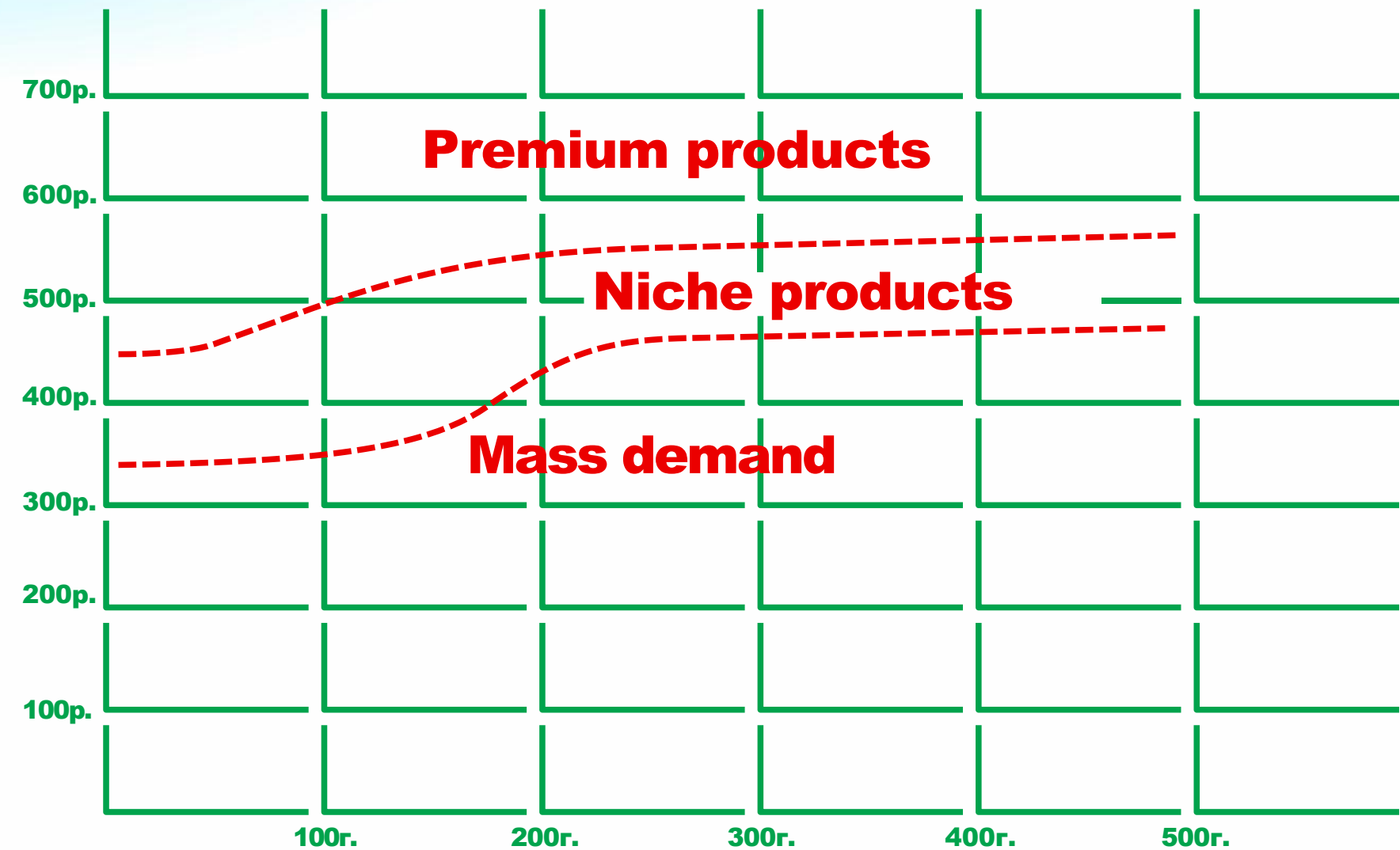
Niche product with added value - selected by experts



Price positioning - above average



Recommended shelf price





Promotion

- Support for the sales process at each stage: negotiations, pricing promotions, additional sales locations, point-of-sale promotions, merchandising, training of partner sales departments, and monitoring product sales at all stages.
- Rich, memorable packaging creates a lasting communication with the customer.
- Ready-made standards and business processes.



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Our packaging was awarded a Diploma at an international competition.





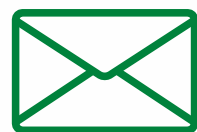
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