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Taste the Heritage

Product Brochure



Life is better with **KETEPA**



Kenya Tea Packers (KETEPA) is the leading tea blending, packing and marketing company in Kenya with over 100 products including Loose Leaf Black Tea, Black Tea bags, Flavoured Black Tea, Green Tea, Flavored Green Tea, Purple Tea, Orthodox Tea, White Tea and Herbal Teas.

We are a subsidiary of Kenya Tea Development Agency (KTDA) Holdings Ltd – the largest small scale tea farmers umbrella body in the world with over 650,000 farmers. These farmers own over 69 tea processing factories and produce slightly over 60% of Kenya's Tea.

We have established a strong reputation globally for our high and consistent quality teas since inception in 1978. Our tea leaves are handpicked from the lush green tea fields in Kenya's pristine highlands. We take pride in the fact that we were the first tea packing company in Kenya to receive the Diamond Mark of Quality from Kenya Bureau of Standards – Kenya's National Quality Standards Body. We have since gone out of our way to ensure that all our products are of the highest quality which is why we have attained ISO 9001:2015 and ISO 22000:2018 Certifications which represent our strategic edge in provision of safe, hygienic and high quality products.

To complement our tea business, we have Maisha Purified drinking water which is packed at our Nairobi Factory through modern technology. Our Mission is to always refresh our consumers' with trusted quality beverages at affordable prices while remaining committed to our stakeholders.

It's not all business at KETEPA. The company is very passionate about corporate responsibility and has demonstrated a keen interest in causes related to employment, education and health. We have a health clinic in the premises that is open to the public. There are also regular health checkup campaigns held for the public. There is also a nursery school within the company where local children attend.

**Core Businesses:**

KETEPA's core business includes the following;

- a) Sourcing, blending and packaging of tea;
- b) Processing and bottling of cold beverages; and
- c) Distribution and marketing of the company's products.

Mission:

To always refresh the consumer with trusted quality brands while committed to our stakeholders.

Core values

In an endeavour to realise its vision and mission, KETEPA upholds the following core values:

- i. Customer focus and collaboration:** The customer is at the centre of our service delivery and we are committed to upholding the highest standards in our service delivery to all customers.
- ii Integrity:** We undertake to always act morally, ethically and consistently demonstrate a high degree of respect and probity in dealing with our customers and stakeholders.
- iii Innovation & Technology:** We shall continuously improve and communicate our services to serve the evolving needs of our customers.
- iv Teamwork:** The management and the entire KETEPA workforce will embrace team spirit so that through synergy we can achieve our objectives.
- v Safety:** Protect the well-being of our consumer and employee through provision of safe and quality food products and secure working environment.
- vi Sense of Belonging:** We recognize staff as our most valuable resource and will support their growth and development. We will also create a working environment where employees associate with one other, understand and appreciate each other.

Vision:

A world class food and beverage company with brands that inspire moments of happiness in families.

Our Certifications

ISO 22000:2018

The ISO 22000:2018 certification represents KETEPA's strategic edge in provision of safe products of the right quality which are compatible with customer needs and market expectations. The Company's Food safety implementation process ensures that adequate measures are taken and maintained at all levels of the production chain to achieve superior levels of food safety, product quality and hygiene .

ISO 9001:2015

The ISO 9001:2015 standard ensures that KETEPA consistently provides high quality products that enhance customer satisfaction and meet applicable statutory and regulatory requirements for global excellence. Stringent quality surveillance audits are used to ensure only the highest quality products for our consumers.



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Taste the heritage



Our brands

Fahari Ya Kenya

Safari Pure

Ketepa Pride

Jani

KETEPA Purple Tea

KETEPA White Tea

KETEPA Orthodox Tea

Chai Yetu

Karibu Chai

Kericho Classic

Maisha Purified Drinking Water

Fun O and Lausanne



FAHARI YA KENYA TEA

Fahari ya Kenya uses the best grades of Kenyan tea and is blended from a selection of medium sized granules of tea and a small quantity of selected fibrous tea. This tea is characterized by a distinct aroma, unrivalled flavour, refreshing taste and rich colour.

It comes in **Fahari Black, Fahari Masala and Fahari Tangawizi** varieties.

Available in: 1kg, 500g, 250g, 100g, 50g, 25g, 15g and 5g.





SAFARI PURE TEA

Safari Pure Tea , KETEPA's finest blend, brings out the superior taste and rich aroma of true Kenyan tea. Safari Pure Tea is a blend of Kenya's top quality tea leaves hand-picked from selected farms.

Available in:

Loose Tea 1kg, 500g, 250g

Enveloped Tea Bags (100's, 50's and 25's)

Canisters: 25 teabags and 250g

KETEPA PRIDE - BLACK TEA BAGS

Ketepa Pride Tea Bags are blended from a selection of tea with fine granules allowing for full and fast infusion. These tea bags are packed in 2g pure Abaca Fiber filter papers (plastic free), 100% natural cotton thread, paper-based envelopes which is 100% bio degradable.

Available in: Enveloped, tagged and tagless tea bags – 100's, 50's and 25's.





KETEPA PRIDE FLAVOURED TEAS

This wide range of black flavoured tea enhances the whole tea drinking experience with an infusion of gentle, lingering flavours that enhance the aroma, taste and feel on the palate. The flavours used in this range are:

Nature identical flavours – Mango, Forest Fruit, Cinnamon, Caramel, Peppermint, Orange, Lemon, Jasmine and Earl Grey.

Ground spices – Masala and Ginger.

Available in: Enveloped Tea Bags – 25's



HEXAGONAL GIFT PACK

This pack is quite a treat! It is Ketepa's top brand that contains all the 11 distinct flavoured tea bags, in a tightly sealed re-fillable tin, to ensure perfect balance of taste, flavour and refreshing aroma.

The distinct flavoured teas are **Mango, Mint, Lemon, Orange, Earl Grey, Masala, Cinammon, Ginger, Jasmine, Forest fruit and Caramel.**

The pack maintains its commitment to the environment by using a 100 percent recyclable/reusable tin.

KETEPA PRIDE - HERBAL INFUSIONS

This range consists of an infusion or blend of various dried fruits, leaves, flowers, spices or herbs. They come in a variety of delicious flavors and are naturally free of sugar and calories.

- Immunita** - Immune-strengthening herbs including ginger immune-strengthening herbs including ginger root, lemon fruit and mint leaves.
- Sleep Easy** - This is a refreshing and distinctive infusion with chamomile, licorice and mint leaves to help promote and maintain healthy sleep.
- Digestive Tea** - This wonderful tea is full of nourishing herbs - cardamom, lemon grass, fennel seeds & verbena - that helps to treat gas, indigestion, certain types of constipation and other digestive disturbances.
- Vitalitea** - This fabulous infusion is great for boosting vitality and energy ideal for tired and stressed individuals. It consists of blackberry, blueberry, strawberry and cherry.
- Heart Chai** - This is a delectable blend of apple infusion, lemon infusion, hibiscus and dried apple which are a great source of anti oxidants that help to protect the cardiovascular system .

Available in: Enveloped Tea Bags - 25's



JANI GREEN TEA

Jani Green Tea is an all-natural, light green, fresh and aromatic beverage with a delicate taste. It is well known that green tea is rich in antioxidants and has amazing health benefits. To enhance the drinking experience the range also consists of **Jani with Mint, Jani with Jasmine and Jani with Lemon.**

Available in:
Enveloped Tea Bags - 50's and 25's
Loose Tea - 250g



KETEPA PURPLE TEA

Purple tea is a superior variety of tea which only grows in the highlands of Kenya.

Purple tea is a natural super-antioxidant tea leaf with three (3) times the health benefits of **green tea** and **black tea**.

Ketepa Purple Tea is rich in anthocyanin (a flavanoid), the plant itself has a red-purple color but the tea comes out with a slightly purple hue. That regal colour is as a result of high levels of anthocyanins, which have many anti-inflammatory and anti-viral benefits.

Available in: Envelope tea bags - 25s
Loose tea - 200g





SPECIALTY TEAS

Ketepa White Tea - is made from immature tea leaves that are picked shortly before the buds have fully opened. The tea takes its name from the silver fuzz that still covers the buds, which turn white when the tea is dried. It has less caffeine than black or green tea, and far less than coffee. It is the least processed of all teas and has the highest antioxidant levels. Some call it the "Supreme Drink of Health."

Ketepa Orthodox Tea - basically refers to the loose-leaf tea which is produced using the traditional method of tea production. This involves plucking, withering, rolling, oxidation and drying. Orthodox has a great aroma that is easily identifiable.

Available in: 200g and 100g packs

CHAI YETU

This is our value product. It allows you to enjoy quality at an affordable price. It's packaging is attractive and keeps tea fresher for longer than other products in it's range.

Available in 50g and 100g

KARIBU CHAI

A blend of PFI and fannings, Karibu Chai offers value for money, producing more cups of tea from a smaller quantity of tea leaves.

Available in: 50g, 100g and 250g





KERICHO CLASSIC

Kericho Classic tea produces more cups of tea from a smaller quality of leaves. Enjoy the same great quality Ketepa tea offering more value for your money.

Ingredients: Pure blend of PFI and fannings.

Flavors: High quality true taste of Kericho teas.

Preparation: Perfectly brewed in hot water or milk and served as a hot beverage.

Available in 50g, 100g and also sachets.

MAISHA PURIFIED WATER

It is purified using reverse osmosis and ozonized for a great refreshing taste.

Reverse osmosis is a technology use to remove any contaminants that come in the form of molecules including iron, lead, calcium and manganese among others. Reverse osmosis has been found to be the most effective purification method that can rid the water of these molecular compounds. Additionally, research has shown that reverse osmosis water is rated as having the best taste compared to tap water.

Available in: 300ml, 500ml, 1ltr, 1.5ltrs, 10ltrs and 20ltrs.

My Water, My Life

