

## **The Delectable Mlesna Ceylon Tea Is Now Available Worldwide Online**

*Mlesna (Ceylon) Tea has been providing pure Ceylon tea and unique tea gifts to tea lovers and tourists from all over the world through its exquisite tea boutiques in Sri Lanka. It is now able to serve its worldwide customers online.*

March 25, 2006 (FPRC) -- Mlesna (Ceylon) Tea Company of Sri Lanka was formed in 1983 by a young team of tea experts with a passion for quality. Now, with 23 years of experience and dedication, they have discovered the formula to perfection by producing black teas of the finest quality.

Mlesna, a specialty tea brand, was the first to introduce the "Tea Center" & "Tea Boutique" concept that quickly gained huge popularity in Sri Lanka. Competing directly with world class international brands, Mlesna has today, arguably the widest range in the world, with over 3,000 varieties of teas and tea gifts. Mlesna "Tea Boutiques", a concept that caught on favorably with tourists, visiting delegates and the up-market tea drinking community in Sri Lanka, houses a wide array of premium quality gourmet teas in award winning packaging. To better serve their growing customer base worldwide, these selections are now available through its official online distributor, Your Tea Place ([www.yourteaplace.com](http://www.yourteaplace.com)).

"Tourists who visit Sri Lanka invariably buy Mlesna products at their exquisite tea boutiques as their products present real value and quality in smart packaging" said Kim Yong, Founder and CEO of YourTeaPlace.com. "However, after having totally consumed what they have bought, they are not able to find Mlesna teas and products in malls and supermarkets back home. Being high quality gourmet teas, Mlesna is simply not sold in supermarkets or served in cafes as they do not want to compete on price with other regular tea brands" continued Kim Yong.

Realizing this shortcoming, Mlesna has appointed YourTeaPlace.com to market its range of products online. Your Tea Place is strategically based in Singapore, home to one of the busiest and most connected air and sea ports in the world. Being at the crossroads of international trans-shipment, they are well positioned to bring the benefits of fast and efficient doorstep delivery to customers anywhere in the world.

Tea drinking is the culture of many Asian countries, especially in Korea, China and Japan. It is also fast growing in popularity in many other parts of the world because of its many health benefits. With online shopping and broadband penetration growing at a phenomenal rate in these countries and many parts of the world, YourTeaPlace.com with its multi-lingual website is well positioned to serve the growing needs of these markets.

About Your Tea Place

Your Tea Place (<http://www.yourteaplace.com>) is the Official Online Store for Mlesna (Ceylon) Tea. Available from their online catalog is a wide range of premium Ceylon teas, green teas and exquisite tea gifts.

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