

Assam Chai Bar to be open in GTAC



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Ritupallab Saikia 10 May 2011 8918 views

An Exclusive retail sales counter of Authentic Assam Tea and a lounge for consumption of brewed tea will be opened for the first time in North-East India in the name and style of 'ASSAM CHAI BAR (THE TEA ROOM)'. ASSAM CHAI BAR is a project initiated by the Guwahati Tea Auction Centre (GTAC) in collaboration with North Eastern Tea Association (NETA), Assam Tea Planters' Association (ATPA) and Bharatiya Cha Parishad (BCP). GTAC was established in 1970 and is one of the largest CTC Tea auction centres in the World.

ASSAM CHAI BAR will be established in Guwahati in the ground floor of the GTAC building in the G.S. Road very near to the capital complex of Assam at Dispur. An area of 1250 sq.ft. has been earmarked for this purpose. The interior will have a contemporary design along with Assam tea motifs. ASSAM CHAI BAR will be designed and established in a manner which will promote tea tourism and serve as a special attraction for both foreign and domestic tourists visiting Assam. This will be a one stop centre for wide varieties of Assam Orthodox, Green and CTC Teas such as Second Flush, Autumnal and Rainy season teas. Teas from different regions of the Brahmaputra valley and Barak valley of Assam will be available for retail purchase as well as for consumption. Teas produced in other States of North-East India will also be available. Different types of savories and sweets would also be made available to go with the many different forms of teas that can be relished with the relaxed ambience at the ASSAM CHAI BAR. The price levels will be such that it will be value for money. The menu for different varieties of tea will be prepared by a team of Sellers, Buyers and Tasters along with an F&B (Food & Beverages) expert. The ASSAM CHAI BAR will also have audio-visual facilities to display the full process of tea manufacturing right from tea leaf plucking to tea packaging. Books related to tea will also be displayed and will be available for purchase. It will also have a tea gift and souvenir counter.

Assam is synonymous with Tea for the outside World. Assam produces more than 50% of India's total tea production. The strong, bright and full-bodied liquor of Assam Tea is well known to the World. The history of Assam Orthodox tea is virtually the history of the tea industry in India.

The need for a retail sales counter for authentic and garden fresh Assam tea for the domestic and international visitors to Assam has long been felt. The need was discussed at different fora and seminars. GTAC, being a body of all the stakeholders of the tea trade – Sellers, Buyers, Auctioneers and Warehouse keepers, has taken the lead in setting up this Chai Bar at its building which is centrally located in Guwahati, the gateway to North-East India. The Chai Bar is also expected to populariz

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BY RITUPALLAB SAIKIA

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