



MADAMETM FLAVOUR

Who is *Madame Flavour*?

Madame Flavour is a Melbourne-based world citizen and tea lover, who brings her personal touch to the tea drinking experience by blending hand-picked ingredients from Australian shores and abroad with a woman's care and eye for detail.

Determined to surprise and delight her customers with the secrets of the perfect cup, *Madame Flavour* set out to create special loose-leaf blends containing none of the fannings or dust found in regular tea bags – using instead only larger loose-leaf teas with elegant flavours and the finest ingredients.

Accompanied by heartfelt memoirs, *Madame Flavour* invites you to embark on an intriguing journey through organic tea estates in Sri Lanka and the bustling city streets of India in a quest to uncover the origins and secret of classic tea recipes.

“When searching for the teas, spices and flowers for my blends, I am obsessed with getting the perfect ingredients in just the right amounts to create a feast for all of the senses,” *Madame Flavour* said.



“For my Sultry Chai blend, I have added a hint of organic Australian Mountain Pepper which I sourced from a dear friend and local Gippsland character, and to enhance the classic Earl Grey recipe, I added a twist of Lemon Myrtle from Lismore in far northern NSW.”

“Adding pear to the green tea and jasmine blend, I believe, was a wonderful discovery – it enhances the jasmine and the fragrance alone is a delight,” she said.

A sensory experience from beginning to end, *Madame Flavour* teas are also beautiful to watch as the leaves infuse and unfurl in their sensual infuser pods, which are designed to give the tea the space needed to brew to perfection.

Her personal touch and care are central to *Madame Flavour's* philosophy.

Intimately involved in every aspect of the product, *Madame Flavour* recently hand delivered 14kg of Australian Lemon Myrtle and Mountain Pepper to Sri Lanka, where the range is blended and

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packaged. There she spent many hours visiting tea estates, tasting and overseeing all of the development of her range to ensure the end result was of the highest quality.

Madame Flavour wanted to share her passion for tea and her journey in creating the range. From her desk overlooking the ocean, in the Colombo hotel where her mother had stayed some 50 years earlier, *Madame Flavour* wrote a note to be placed in each pack – personally signing more than 1,000 as a special surprise for her kindred spirits.

Consisting of four distinctive blends – English Breakfast; Earl Grey Twist; Sultry Chai; and Green Jasmine and Pear – there is a *Madame Flavour* blend to suit every palette.

Available from selected Woolsworths and Safeway stores nationally.



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