Woolah Green Tea

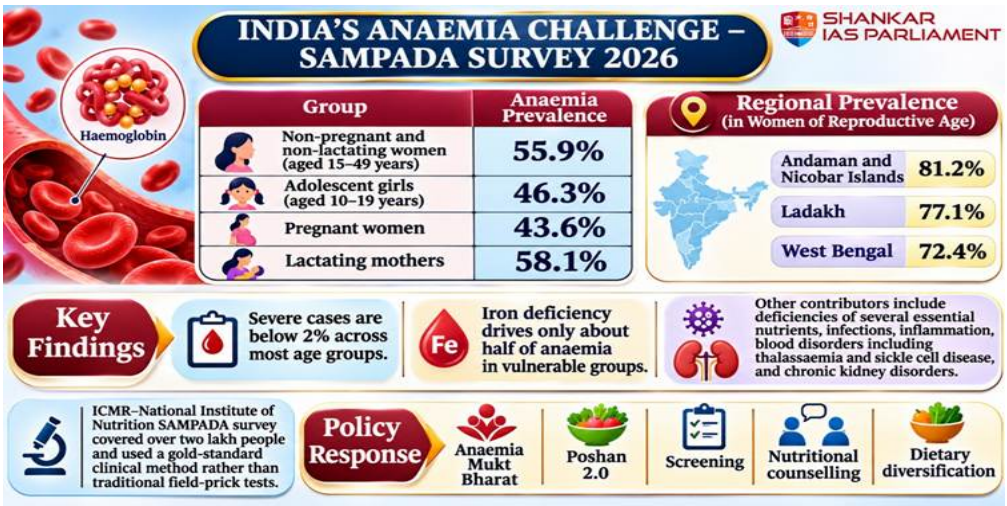
Prelims: Current Events of National and International Importance

Why in News?

Recently, Assam's first bagless tea brand, Woolah Tea, has been granted a 20-year patent (No. 567895).

Patent
• A patent is a form of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period, typically 20 years. • Essentially, a patent is granted for an invention. • Any product, design, or process that does something using a novel methodology or solves an existing technical problem is an invention.

- **Patent Name –** 'Compressed true whole leaf tea dips and method thereof'.
- **Founded by** - Upamanyu Borkotoky and Ansuman Bharali from Sibsagar district in Assam.
- **Working with -** Organic tea farmers in Assam, particularly in Sibsagar, Kaxhopothar, and Dibrugarh.
- Woolah's tea is made from a compressed bundle of eti koli duti paat ***(one bud and two leaves),*** bound by a natural string.



- **Taste** – It provides smooth, natural flavors without bitterness.
- **Variety** - Woolah offers different flavors, including Rare Assam Green Tea and Rare Green Tea with Lemon.
- **Benefits**
  - **Eliminating microplastics** - By eliminating the need for conventional tea bags, it is bound by a natural string.

    - It *retains more antioxidants and nutrients* compared to broken leaves or dust used in conventional teas.
    - **Organic and chemical-free** - The tea is grown organically without the use of pesticides or chemical fertilizers, promoting wellness and sustainability.
    - **Environment friendly** – This tea dip is fully compostable, reducing waste and environmental impact.
- **Advantages - Fair wages for workers** – Its price is a premium, noting its essentials compared to other packed green tea variants, offering its workers fair wages.
- It will increase rural employment and sustainable entrepreneurship.
- **Trade significance for India** - The brand is now preparing to export to the US, UK, UAE, Australia, and New Zealand.
- Woolah is also representing Assam in celebration of 200 years of Assam Tea at the Summer Fancy Food Show in New York.
- It will help surge in international recognition for Indian origin products.

Reference

The Hindu | India's first bagless tea

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