

Greenfield®

FINELY SELECTED
SPECIALITY
TEA



Greenfield®

Absolute leader on Russian market:

- Value and kind terms
- Indicators of Consumption and Loyalty
- Top-of-mind

2003 – Brand creation and launch on Russian market

2006 – Launch on world market

2010 – Absolute leader on Russian market in value terms

2012 – Launch of Pyramid Collection

2017 – Launch of Capsule Collection

2018 – Brand relooking

ПРЕДСТАВЛЕННОСТЬ БРЕНДА GREENFIELD В МИРЕ

- 📍 Абхазия
- 📍 Австралия
- 📍 Азербайджан
- 📍 Армения
- 📍 Беларусь
- 📍 Венгрия
- 📍 Германия
- 📍 Грузия
- 📍 Израиль
- 📍 Италия
- 📍 Казахстан
- 📍 Канада
- 📍 Киргизия
- 📍 Латвия
- 📍 Литва
- 📍 Мексика
- 📍 Молдова
- 📍 Монголия
- 📍 Россия
- 📍 США
- 📍 Таджикистан
- 📍 Узбекистан
- 📍 Украина
- 📍 Финляндия
- 📍 Франция
- 📍 Эстония
- 📍 ЮАР



ОБРЕТЕНИЕ ГАРМОНИИ С ЧАЕМ GREENFIELD



*Гармония с собой и окружающим миром –
одна из самых больших ценностей в нашей жизни.*

*Но нельзя достичь ее раз и навсегда. Это постоянный
процесс настройки и поддержания связи с собой и миром.*



GREENFIELD СОЗДАЕТ АТМОСФЕРУ, В КОТОРОЙ
ВОЗМОЖНО УСЛЫШАТЬ СЕБЯ И МИР

МИССИЯ БРЕНДА

Делать жизнь гармоничнее



Brand positioning

👁 Insight

Harmony within yourself and Harmony with outward things – one of the most important values in our lives. You cannot achieve it once for good. It is an outgoing process of setting up and maintaining of connection between yourself and the world.

👁 Brand's answer

Greenfield creates an atmosphere in which you can hear yourself and the world

👁 Brand's mission

Making life more harmonious

Brand's benefits

Values

- ☞ Harmony
- ☞ Mindfulness
- ☞ Freedom
- ☞ Creation
- ☞ Preciousness and uniqueness of the world and life
- ☞ Beauty

Characteristics

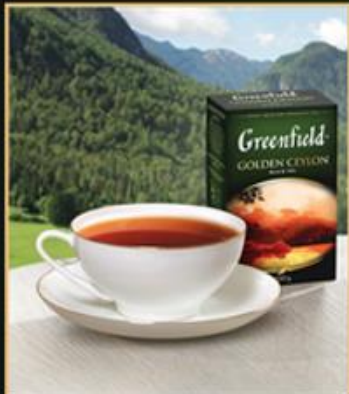
- ☞ Thoughtful
- ☞ Attentive
- ☞ Open-minded
- ☞ Responsive
- ☞ Balanced

Mood

- ☞ Elegance
- ☞ Aestheticism
- ☞ Dimensionality
- ☞ Inclusiveness
- ☞ Depth

Greenfield®

TEA COLLECTION



CLASSIC COLLECTION

9 selections



HERBAL COLLECTION

19 selections



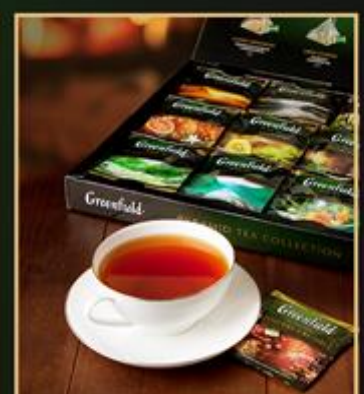
PYRAMID COLLECTION

9 selections



CAPSULE COLLECTION

4 selections



SPECIAL GIFTS COLLECTION

2 selections

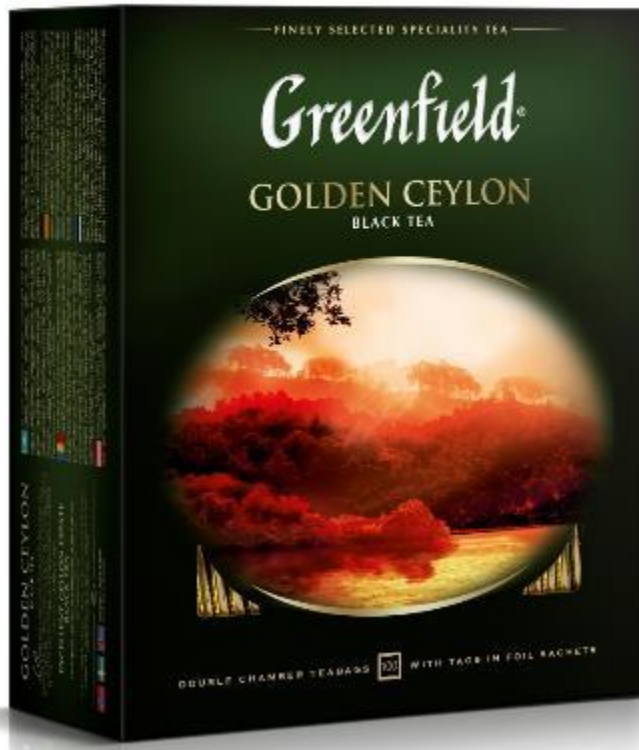


CLASSIC COLLECTION

Golden Ceylon – black Ceylon tea

Best seller

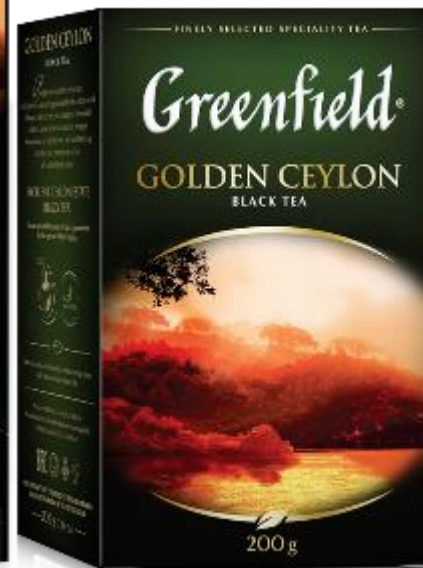
Subtle shades of spicy taste are combined with strength and fullness in the bright palette of Greenfield Golden Ceylon. Exquisite aroma completes the unique gourmet bouquet and emphasizes the noble origin of this hot beverage.



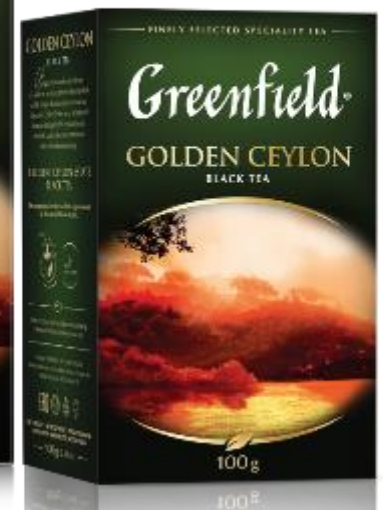
100 bags



25 bags



200g

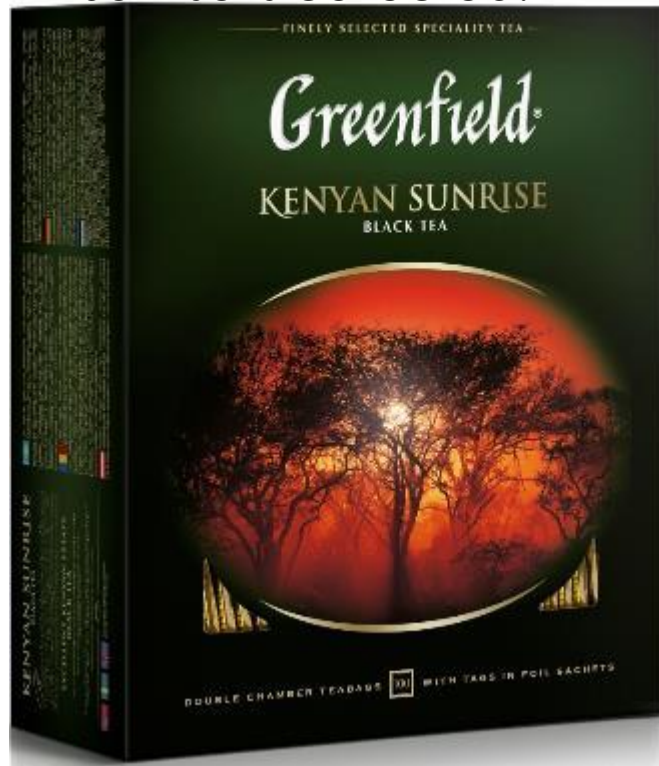


100g 8

CLASSIC COLLECTION

Kenyan Sunrise – black Kenyan tea

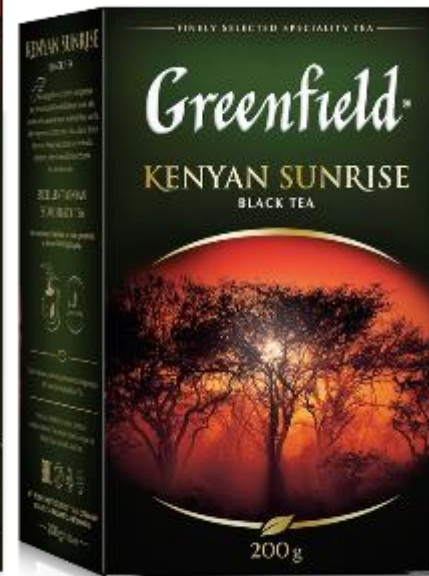
Surprising fullness of reach, tart taste and delicate aroma. Greenfield Kenyan Sunrise is a memory of pristine nature of eternal Africa. Its festive brightness of the amber infusion is like a reflection of the hot African sun, shining all year all over Kericho plantations, where Greenfield Kenyan Sunrise is collected.



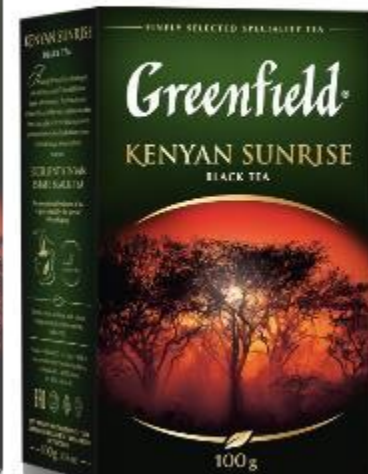
100 bags



25 bags



200g

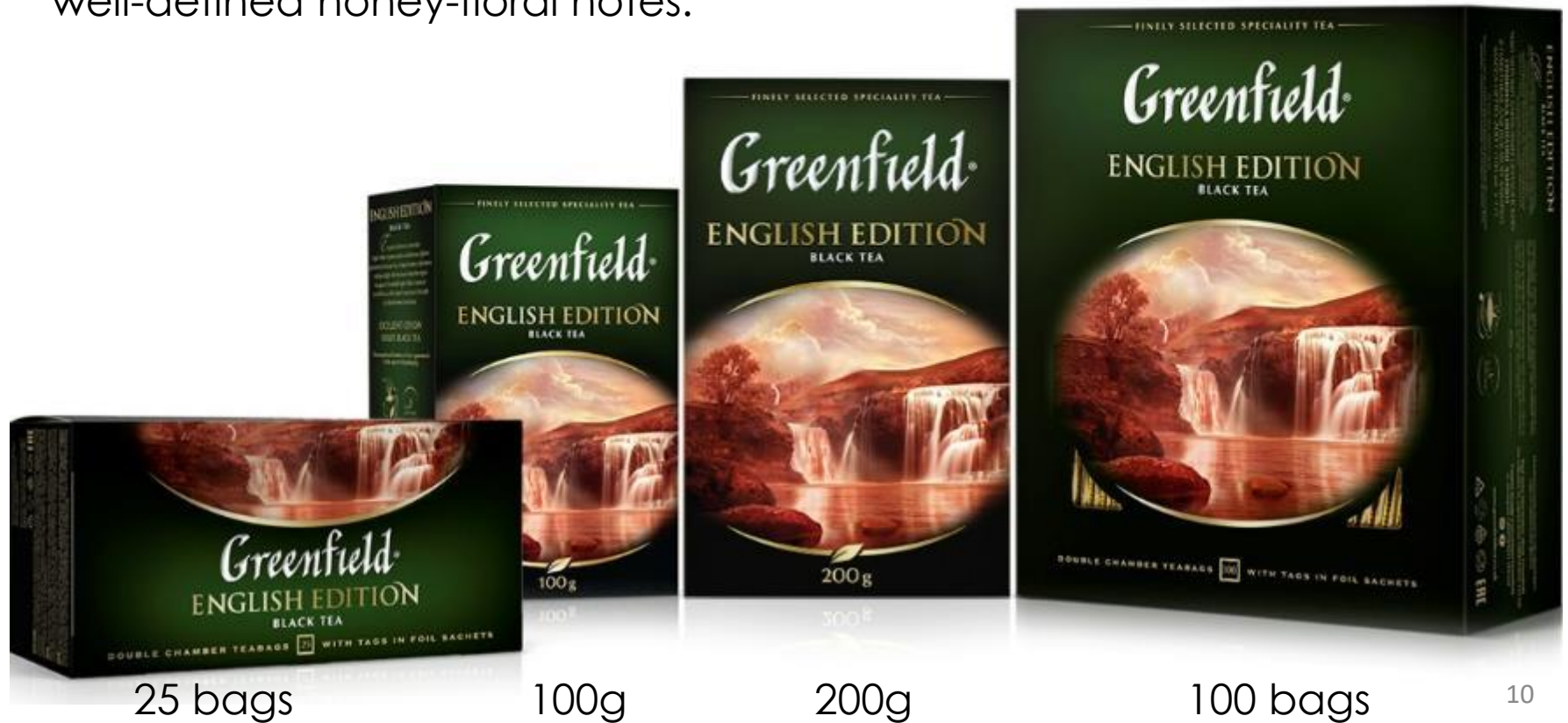


100g

CLASSIC COLLECTION

English Edition – black Ceylon tea

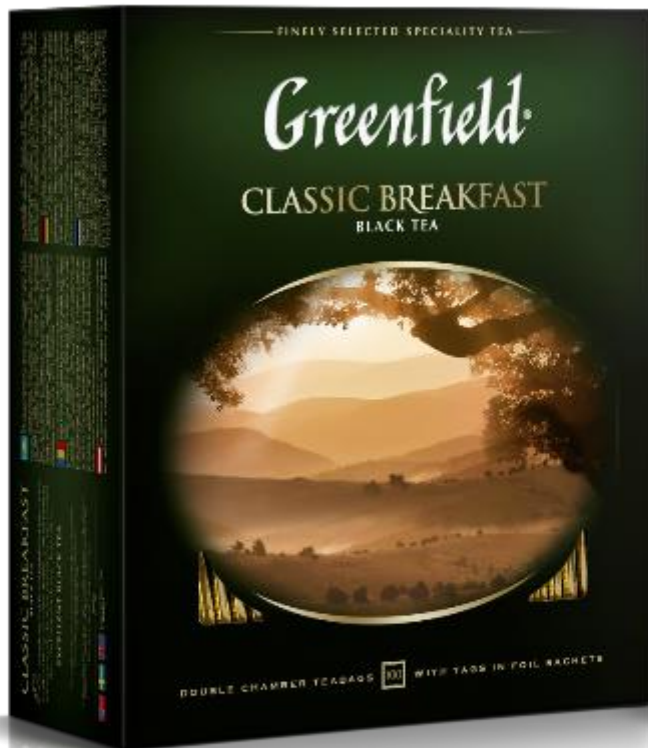
Exquisite Ceylon tea is grown on the world famous highland plantations of Nuwara Eliya. The unique collection point and the dense leaf rolling create a unique bouquet of бyкer Greenfield English Edition. Balanced, full-bodied, lightly spiced and bright, but delicate aroma with well-defined honey-floral notes.



CLASSIC COLLECTION

Classic Breakfast – black Indian tea

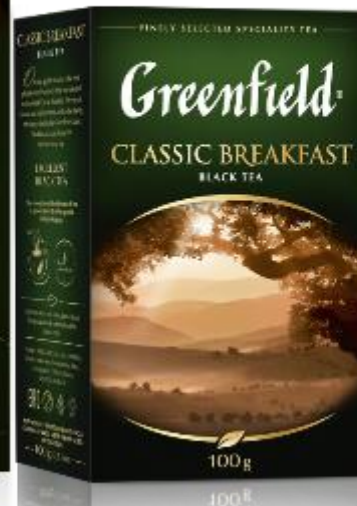
Valuable teas from the best plantations of Northern India form Greenfield Classic Breakfast. Astringent juicy taste, delicate aroma and strong tonic effect make Greenfield Classic Breakfast perfect for an ideal morning.



100 bags



25 bags

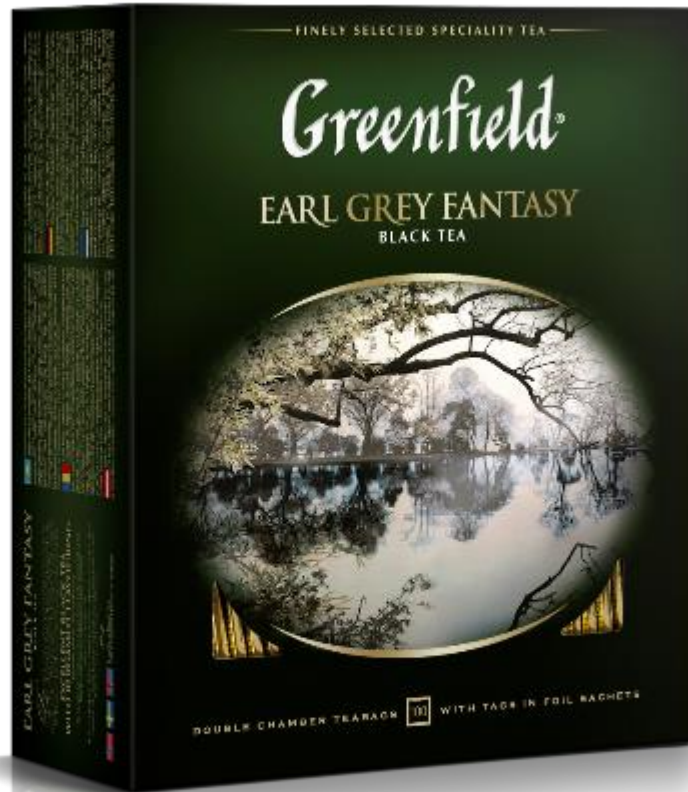


100g

CLASSIC COLLECTION

Earl Grey Fantasy – Ceylon black bergamot tea

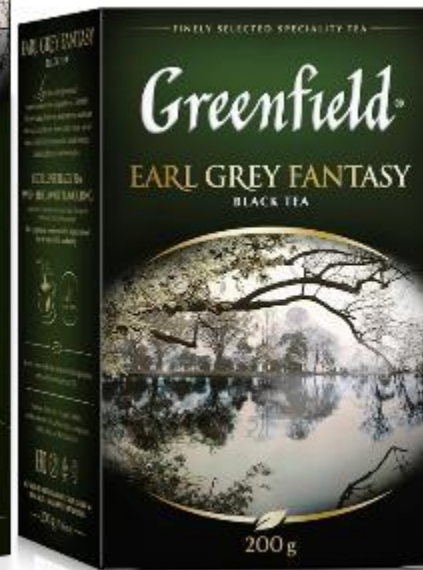
Airy trail of citrus aroma emphasizes the expressive taste of Ceylon tea for Uva plantations and gives sophisticated composition of Greenfield Earl Grey Fantasy.



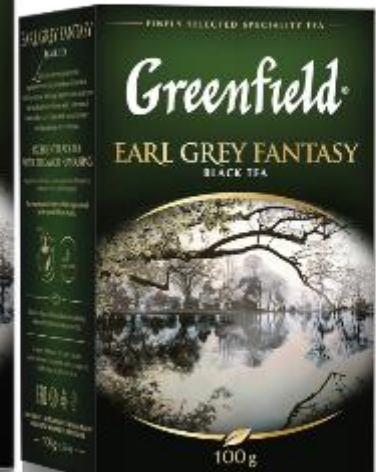
100 bags



25 bags



200g



100g¹²

CLASSIC COLLECTION

Premium Assam – black Indian tea

Grown on the famous plantations of the province of Assam, Greenfield Premium Assam reveals a tart, spicy taste and a bright fresh aroma.



25 bags

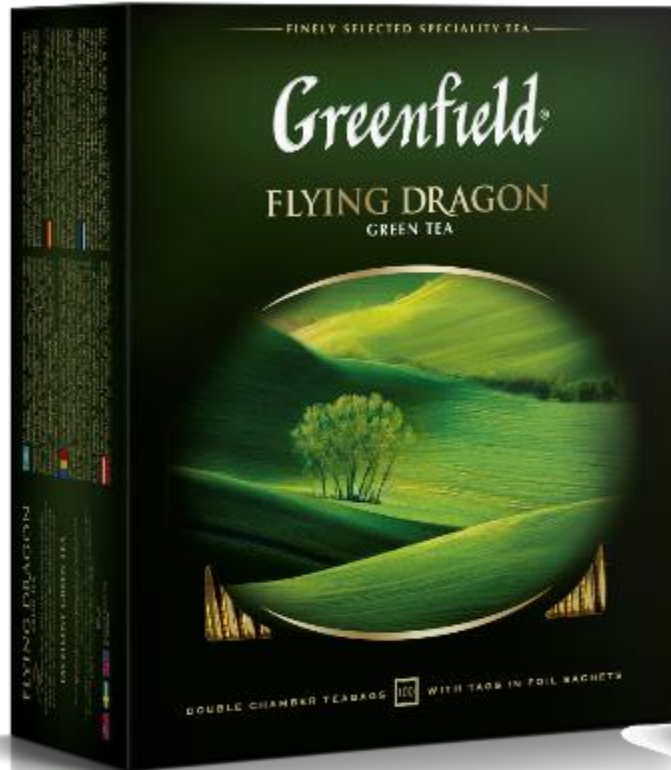


100g

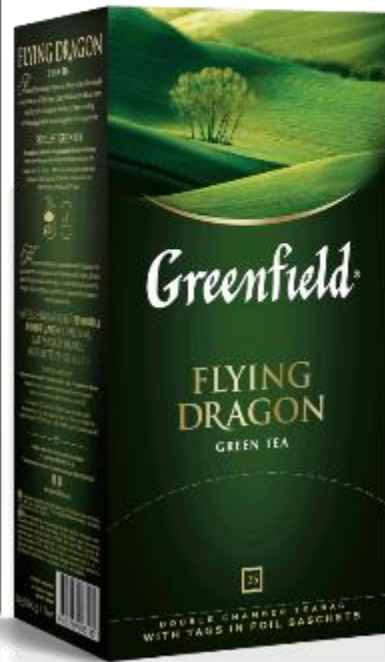
CLASSIC COLLECTION

Flying Dragon – green Chinese tea

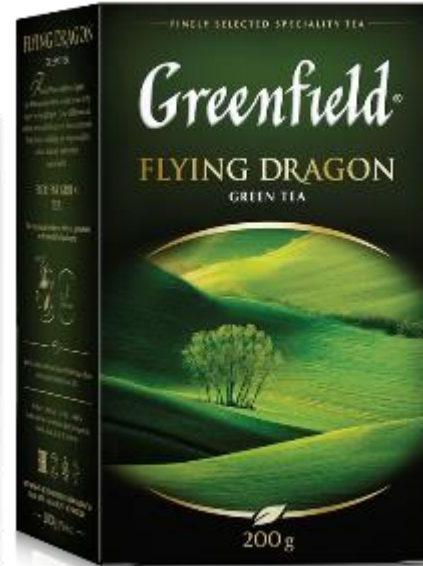
The millennial tradition of making Chinese green tea continues with this noble plantation green tea. Greenfield Flying Dragon. The classic soft taste and delicate floral aroma of Greenfield Flying Dragon tea refreshes, invigorates and has a beneficial effect on body.



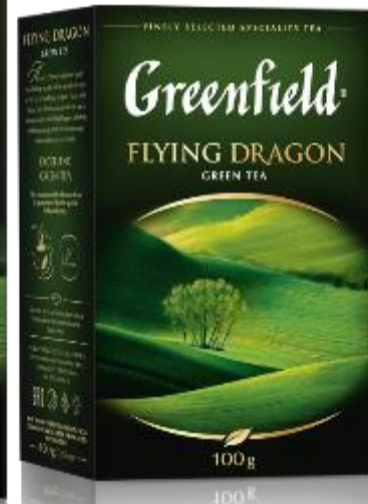
100 bags



25 bags



200g

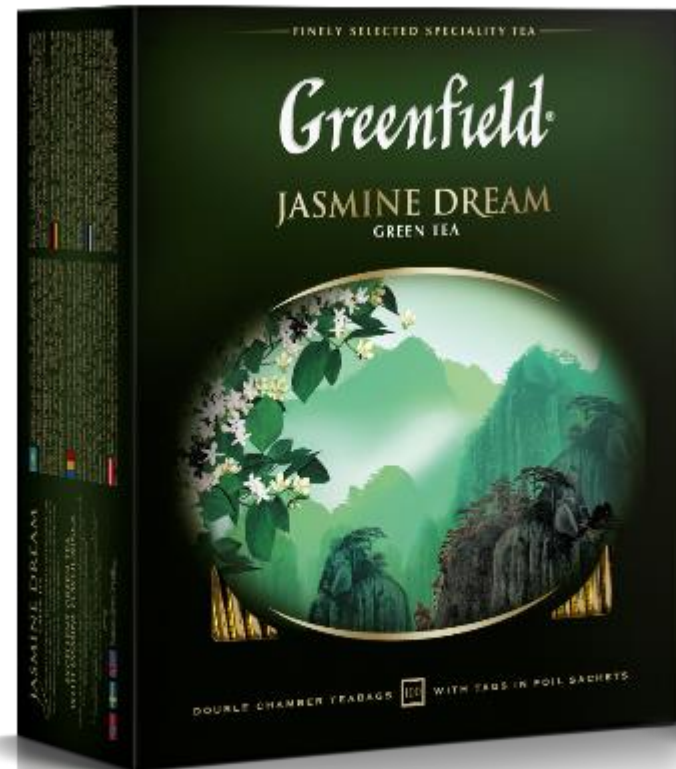


100g ¹⁴

CLASSIC COLLECTION

Jasmine Dream – Chinese Jasmin green tea

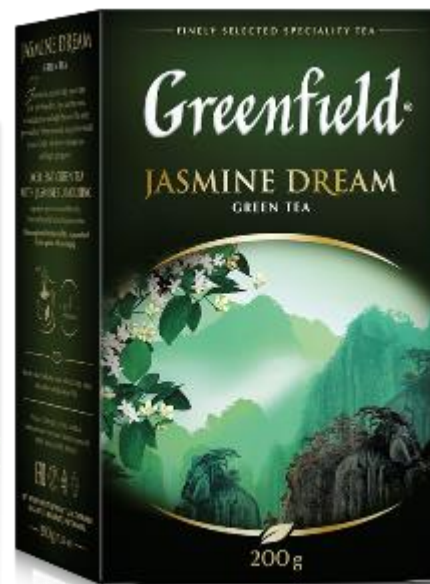
Airy aroma of jasmin emphasizes the pure and refreshing taste of this noble tea from Yunnan province. Spring mood comes with Greenfield Jasmin dream tea.



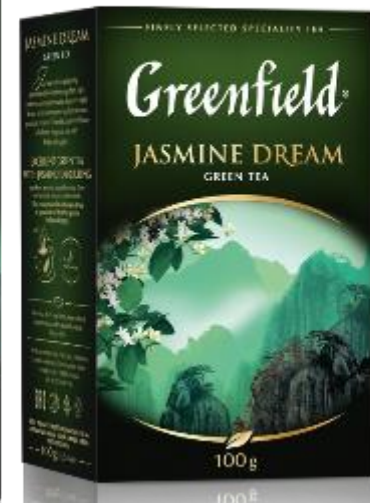
100 bags



25 bags



200g



100g 15

CLASSIC COLLECTION

Japanese Sencha – green Japanese tea

This rare Japanese green tea was created from fist collection tea leaves. Greenfield Japanese Sencha perfectly conveys the exquisite simplicity and harmonious inherent in Japanese culture.



25 bags

HERBAL COLLECTION

Spring Melody – black fragrant tea (thyme/mint)

Pleasant astringency, spicy thyme and cool mint notes create an unique bouquet. Greenfield Spring Melody is light, bright and fresh like spring breathing. Refresh well and quench your thirst.



25 bags



100g

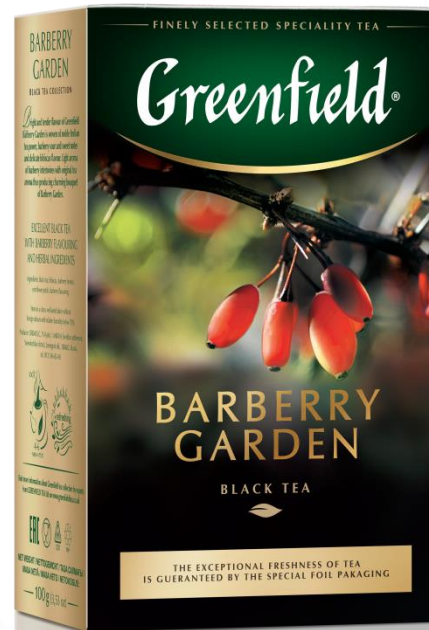
HERBAL COLLECTION

Barberry Garden – black fragrant tea (barberry/hibiscus)

The noble deep taste of Ceylon tea, sour-sweet notes of barberry and light hibiscus hints create a bright and delicate taste of Greenfield Barberry Garden. Barberry aroma intertwines with natural tea aroma by giving a charming bouquet.



25 bags



100g

HERBAL COLLECTION

Lemon Spark – black fragrant tea (lemon)

Rich and deep taste of Greenfield Lemon Spark revives the traditional lemon tea recipe, reveling a great combination of black Ceylon tea and juicy lemon. Tantalizing light aroma and refreshing lemon notes.



25 bags

HERBAL COLLECTION

Chocolate Toffee – black fragrant tea (chocolate and caramel)

Perfect trio of tea, caramel toffee and chocolate create Greenfield Chocolate Toffee's taste balance. Languid sweetness of creamy caramel and soft warm chocolate aroma awaken shades of deep and slightly spicy excellent Ceylon tea.



25 bags

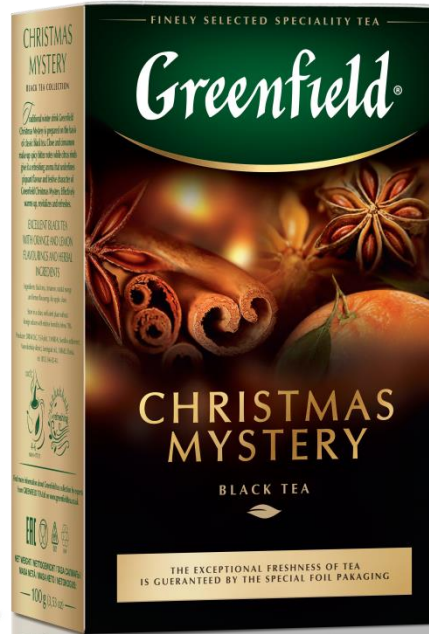
HERBAL COLLECTION

Christmas Mystery – black fragrant tea (spices)

Spices add a piquant flavor to this traditional Christmas Mystery tea, while refreshing citrus tones underline its festive character.



25 bags



100g

HERBAL COLLECTION

Honey Linden – black fragrant tea (linden)

The delicate scent of linden flowers fills the exquisite composition of Greenfield Honey Linden, created on the basis of excellent black tea, with fragrant sweetness. The subtle bitter-spicy note of buckwheat honey delicately emphasizes different shades of tea taste.



25 bags

HERBAL COLLECTION

Blueberry Nights - black fragrant tea (blueberry)

The tenderness of ripe blueberries gives a new birth to full classic black tea taste. Of Greenfield Blueberry Nights. The light sourness of hibiscus wonderfully complements the fragrant berry aroma and creates the harmony of this tea bouquet.

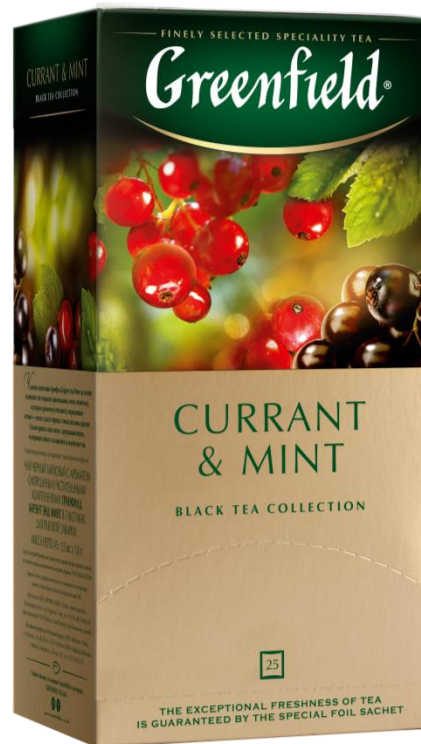


25 bags

HERBAL COLLECTION

Currant & Mint – black fragrant tea (red currant/black currant/mint)

This wonderful composition is based on black Indian tea, and light sweetness of black current and subtle sourness of red current. Greenfield Currant & Mint final touch is spicy mint note.



25 bags

HERBAL COLLECTION

Grand Fruit - black fragrant tea (pomegranate)

Juicy sourness of ripe pomegranate and rosemary fresh note bring new complex shades to the bouquet, emphasizing the distinctive bright taste of Greenfield Grand Fruit.



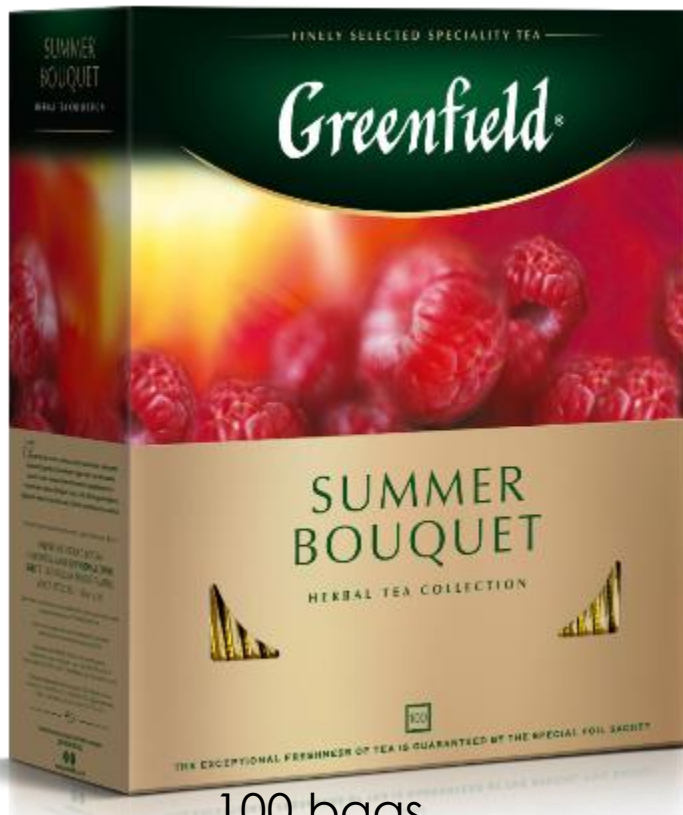
25 bags

HERBAL COLLECTION

Summer Bouquet – herbal tea (raspberry, hibiscus, rosehip)

Best seller

Bright aroma of ripe strawberries gives the main note to Greenfield Summer Bouquet. Characteristic taste of rosehip softens sharp acidity of hibiscus and adds a final note to exotic sound of this herbal tea. Caffeine free, perfectly refreshes and quenches your thirst.



100 bags



25 bags

HERBAL COLLECTION

Camomile Meadow – herbal tea (chamomile/lychee)

Subtle notes of melissa enliven soft floral chamomile flavor. Unexpected accent of daring and cheerful lychee creates a sensation of captivating freshness and purity.



25 bags

HERBAL COLLECTION

Rich Camomile – herbal tea (chamomile, apple, cinnamon)

Sweetish hue of dried apples complements to natural chamomile taste, while cinnamon adds a pleasant pungency.



25 bags

HERBAL COLLECTION

Festive Grape – herbal tea (apple, grapes, rosehip, hibiscus)

Beautiful trio of apple, grapes and hibiscus is Greenfield Festive Grape base. Subtle sweetness of dried apples sounds in unison with the mild taste of rosehip, and the piquant sourness of hibiscus' taste sets off by the warm aroma of red grapes.



25 bags

HERBAL COLLECTION

Wildberry Rooibos – herbal tea (rooibos, hibiscus, cranberry, strawberry)

Naturally sweet taste of Wildberry Rooibos, made from young shoots of SA rooibos bushes, is highly expressive thanks to wild strawberries aroma. Subtle shade of cranberry emphasizes the freshness of natural bouquet.



25 bags

HERBAL COLLECTION

Spirit Mate – herbal tea (mate, citrus zest)

High energy and peculiar thick taste of the traditional Guarani Indians' drink are combined with bitter and fresh aroma of juicy lime. in this herbal beverage. Helps to relive fatigue, invigorates and promotes concentration.

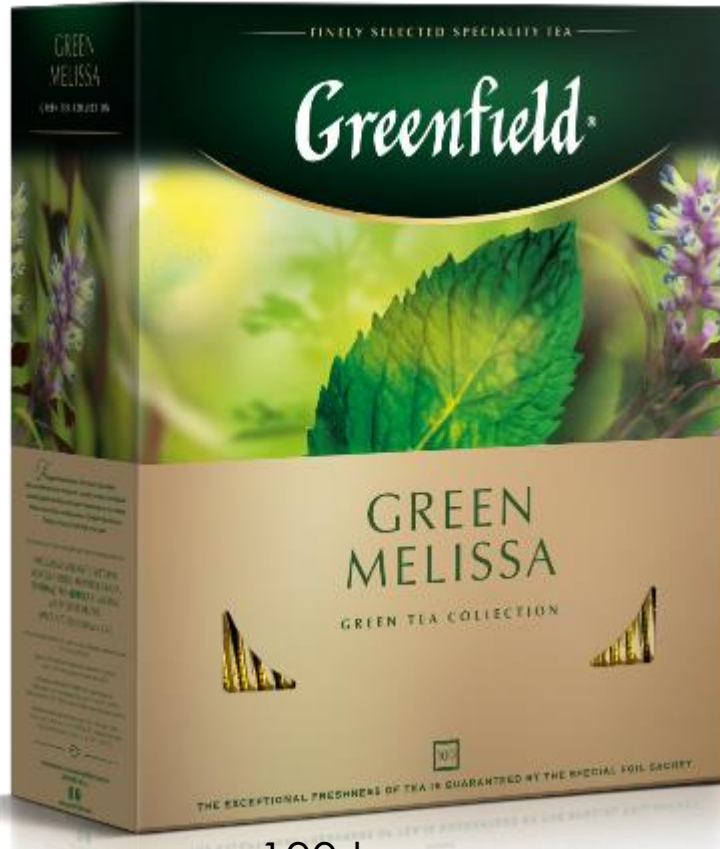


25 bags

HERBAL COLLECTION

Green Melissa – green fragrant tea (melissa, mint)

Natural composition of green Chinese tea and aromatics herbs (melissa and mint). It has a pleasant, delicate taste that combines light astringency of green tea, and refreshing mint spice.



100 bags



25 bags

HERBAL COLLECTION

Quince Ginger – green fragrant tea (quince, ginger)

Light astringency of green tea is intertwined with ginger hot spice and subtle sourness of Japanese quince.



25 bags

HERBAL COLLECTION

Floral Cloud – green fragrant tea (elderflower, apricot)

Refined laconicism of Chinese oolong tea and warm sweetness of apricot create light and airy composition of Greenfield Floral Cloud. Captivating scent of elderflower in bloom brings finest nutmeg hue note.



25 bags

HERBAL COLLECTION

Mellow Peach – green fragrant tea (peach, tangerine)

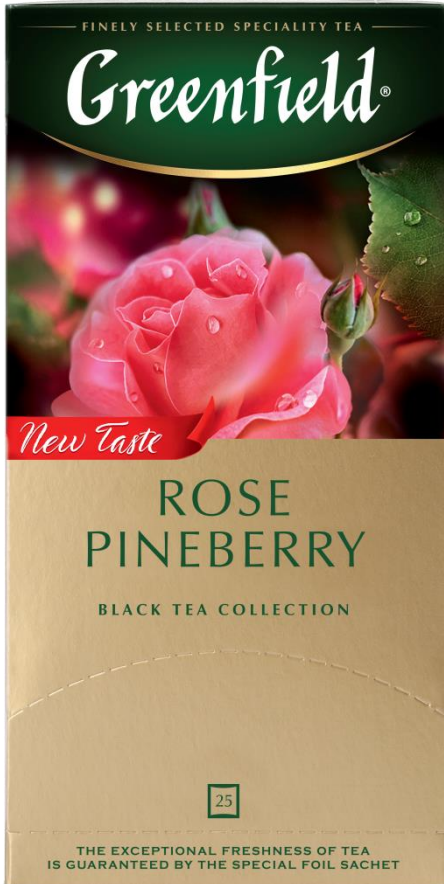
Greenfield Mellow Peach is a mild composition of excellent Chinese green tea, natural peach and tangerine peel. Greenfield Peach Mellow bouquet combines peach juicy sweetness, fresh bitterness of tangerine's peel and pure natural taste of green tea.



25 bags

HERBAL COLLECTION

New GREENFIELD: ROSE PINEBERRY



Selected black tea is grown on the best plantations in India and complemented by a slight sourness of hibiscus and the bright freshness of white strawberries*. Captivating aroma of Turkish rose fills this bouquet with delicate, fragrance and sweetness.

*Pineapple strawberry or pineberry has a sweet and sour taste with a pleasant strawberry aroma



Ingredients: black tea, cinnamon, natural "white strawberry and rose" flavour, hibiscus, chopped freshly dried strawberries



HERBAL COLLECTION

New GREENFIELD: EXOTIC OPUNTIA



Greenfield Exotic Opuntia mixes magnificent black tea and sharp sourness of hibiscus, the juiciness of ripe pear and the delicate spice of basil. Light and sweet strawberry aroma of exotic prickly pear emphasizes the richness of this tea and gives to the bouquet a special piquancy



Ingredients: black tea, hibiscus, natural flavoring "prickly pear", freshly dried chopped basil and pear slices.



HERBAL COLLECTION

New GREENFIELD: SPICY MANGO



Sweet, dense and juicy aroma of ripe mango plays a major role in Greenfield Spicy Mango composition. Based on oolong tea, ginger and mango. Tempting combination of fruity and hot ginger notes emphasize the depth and richness of this great tea



Ingredients: oolong tea, pieces of ginger root, freshly dried mango slices, natural ripe mango flavour.

HERBAL COLLECTION

New GREENFIELD: TROPICAL TARRAGON

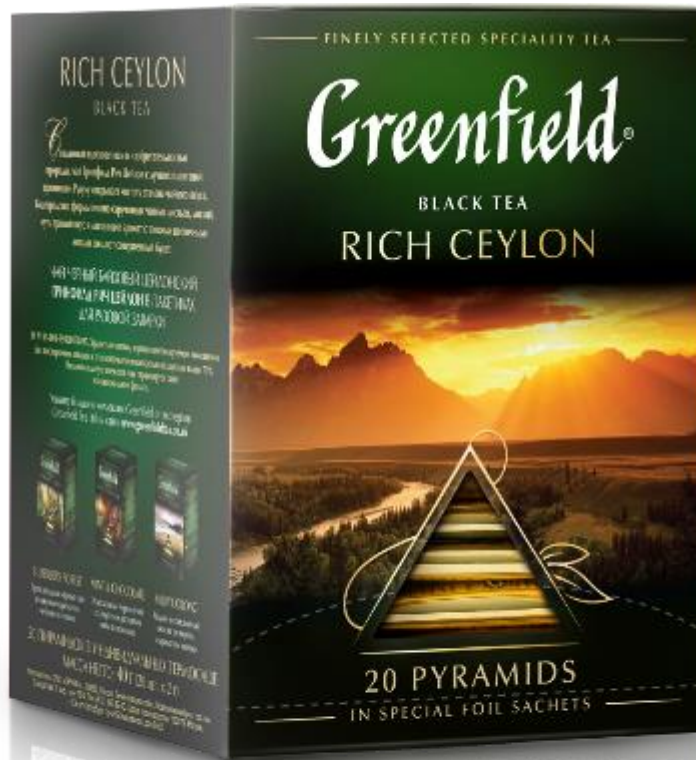


Exquisite laconicism of Chinese oolong tea, delicate creamy shade of matcha tea and tropical juiciness of ripe pineapple form the core of the light airy composition of Greenfield Tropical Tarragon. The subtle bitterness of tarragon brings a spicy note to this bouquet, emphasizing the depth and freshness of the taste.



Ingredients: oolong tea, matcha, natural tarragon flavour, freshly dried apple and pineapple slices.

PYRAMID TEA COLLECTION



Rich Ceylon – black tea

Created by inspiration and ingenuity of nature, Greenfield Rich Ceylon tea from the finest plantations of the Rugunu province, reveals the purity of tea standard.

Noble shape of tightly rolled tea leaves and soft, slightly spiced taste of delicate floral notes.

PYRAMID TEA COLLECTION

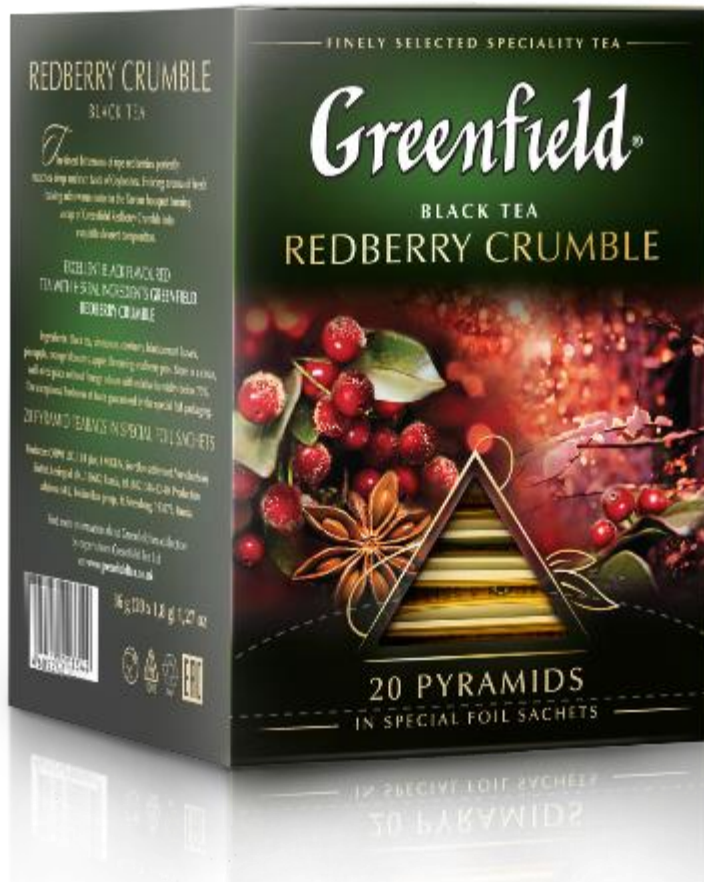


Royal Earl Grey - black fragrant tea (bergamot, citrus zest)

Noble, deep and rich bouquet of Greenfield Royal Earl Grey is revealed by exciting aromatic wave which mixes spicy notes of exquisite Ceylon tea, austere classic aroma of bergamot and subtle hints of citrus zest.

Impeccable shape and functional simplicity of tea pyramid allows to tea leaves being fully unfolded. That way the beverage has a full depth of a perfect natural taste.

PYRAMID TEA COLLECTION



Redberry Crumble – black fragrant tea (cranberry, cinnamon)

Smooth bitterness of ripe lingonberry is perfectly combined with deep rich taste of Ceylon tea. Seductive aroma of fresh baked pastries transforms a cup of Greenfield Redberry Crumble into an exquisite dessert.

PYRAMID TEA COLLECTION



Sicilian Citrus - black fragrant tea
(Sicilian red orange, lemon)

Bright composition of Greenfield Sicilian Citrus perfectly combines juiciness of Sicilian ripe red oranges and noble taste of selected black Ceylon tea.

Fresh lemon notes and soft rosehip wave masterfully open this flavour bouquet.

PYRAMID TEA COLLECTION

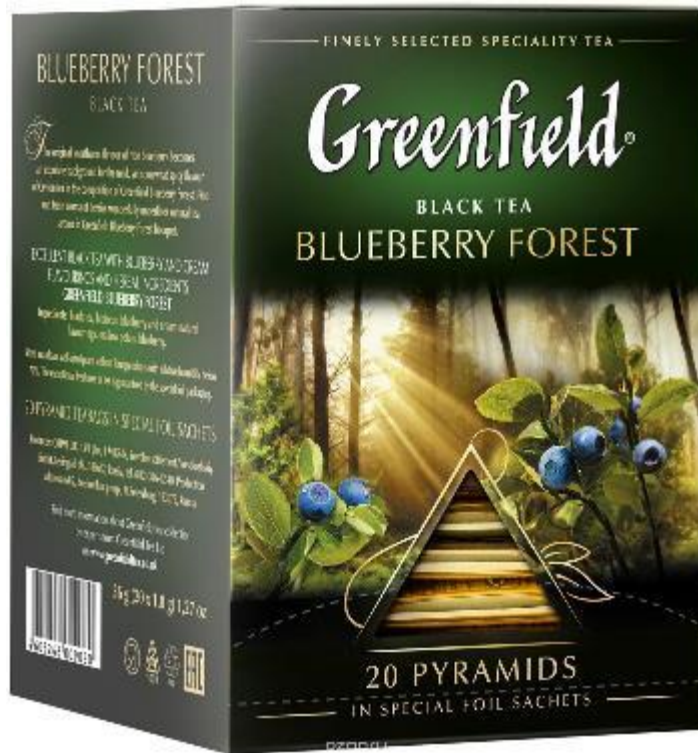


Mint & Chocolate – black fragrant tea (mint, chocolate)

The soft, slightly spicy taste Ceylon Greenfield Mint & Chocolate is complemented by cool mint notes and wonderful warm aroma of dark chocolate.

Exquisite, perfectly balanced flavour bouquet is born of association of mint freshness and rich chocolate notes.

PYRAMID TEA COLLECTION

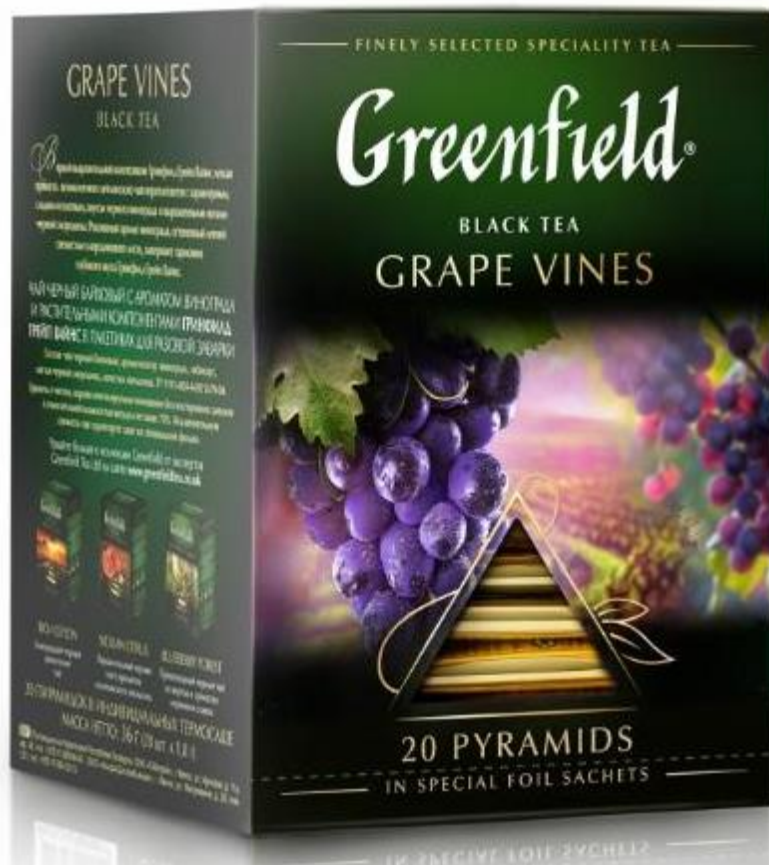


Blueberry Forest - black fragrant tea (blueberry)

Distinctive “Northern” taste of ripe blueberries becomes an exquisite set for soft, slightly spicy taste of Ceylon tea.

Delicate fresh aroma of berries and natural tea aroma.

PYRAMID TEA COLLECTION



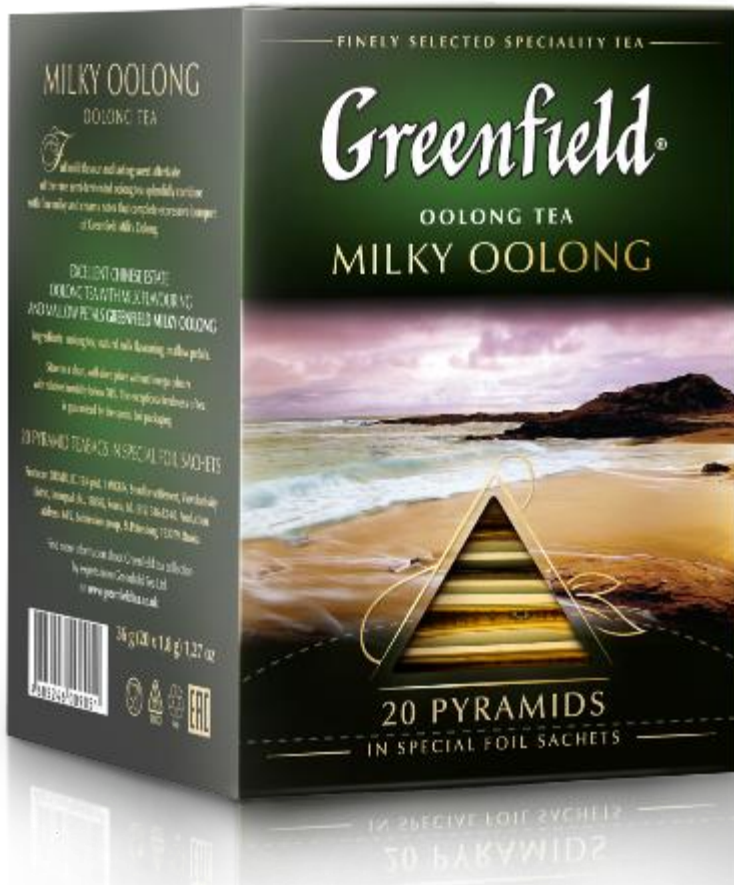
Greenfield Grape Vines - black fragrant tea (grapes, black current)

Bright and expressive composition of Greenfield Grape Vines is based on light and spicy excellent Ceylon tea, sweet and dense taste of black grapes and pronounced notes of black currant.

Luxurious grapes' aroma and summer freshness of black current leaves complete this harmony of Greenfield Grape Vines.

PYRAMID TEA COLLECTION

Milky Oolong – blue/green tea



Excellent tea with soft, pleasant, and milky-creamy notes, as well as delicate, sweetish aftertaste. It's based on one of the most legendary tea types, dating back to thousand of years.

Word “Oolong” comes from “Dragon-Phoenix Tea Cake tribute tea”. The term oolong tea replaced the old term when loose tea came into fashion. Since it was dark, long, and curly, it was called Black Dragon tea

Gorgeous climate, clear mountain water and bright sun, all these conditions are reflected in its magical taste, giving us delightful moments of pleasure.

PYRAMID TEA COLLECTION



Tropical Sunset – herbal tea

Delicate breath of orange blossom, light sweetness of ripe mango and hibiscus acidity underline the expressiveness of Greenfield Tropical Sunset aroma.

Citrus sunny freshness, juicy pineapple, and light notes of rosehip complete magnificent flavour balance.

Capsule Collection



Black Wonder

Ceylon tea from unique Khingaldoga garden



Fusion Way

Blend of Ceylon and Kenyan teas with strawberry and violet notes



Garnet Oolong

Light oolong tea with pomegranate peels and cornflower petals



Raspberry Cream

Juicy tea drink based on hibiscus with raspberry and vanilla

Special Gift Collection



Collection of 30 tea types in bags



Collection of 12 tea types in pyramid

Greenfield[®]

FINELY SELECTED
SPECIALITY
TEA

