WHERE BRANDS MEET EXPERTISE TO CREATE ENDLESS POSSIBILITIES TOGETHER

Venture Tea Redefines Private Label Tea Manufacturing at PLMA

CHICAGO, USA — In a competitive retail landscape where differentiation, innovation and value drive purchasing decisions, Venture Tea (Pvt) Ltd. brings a compelling proposition to the global private label industry: transforming a retailer's vision into an exceptional tea product, supported by integrated manufacturing, creative packaging expertise and Sri Lanka's celebrated tea heritage at a cost-effective value driven price point.

With over two decades of industry experience and an international presence spanning more than 45 countries, Venture Tea has established itself as a trusted manufacturer and exporter specialising in premium teas, innovative packaging and comprehensive private label solutions.

ONE MANUFACTURER. COUNTLESS POSSIBILITIES.

At the heart of Venture Tea's operations is its 60,000 sq. ft. internationally compliant manufacturing facility, where production is managed in-house. This integrated approach provides control over quality, manufacturing efficiency, product development and packaging, enabling competitive, dependable and customised solutions for international retailers.

From traditional black and green teas to contemporary herbal infusions, wellness collections, functional blends and emerging flavour trends, Venture Tea offers extensive possibilities across consumer preferences, retail categories and price points.

Experienced in-house design and development teams collaborate with retail partners to create bespoke blends, distinctive packaging and complete product ranges aligned with individual brand identities and commercial objectives. The result? Private label products that do more than occupy shelf space, they inspire discovery, encourage purchase and strengthen brand loyalty.

INTERNATIONALLY CERTIFIED. GLOBALLY TRUSTED.

Quality, safety and compliance underpin every stage of Venture Tea's manufacturing operations. Its internationally recognised certifications include BRCGS Global Food Safety, FSSC 22000, ISO 22000, HACCP and Good Manufacturing Practices (GMP), alongside USDA Organic, EU Organic and Rainforest Alliance Chain of Custody certifications.

Rigorous quality assurance procedures, regular audits and controlled production environments support compliance with international food safety requirements. The company's sustainability credentials also include LEED Gold certification, reinforcing its commitment to responsible manufacturing and environmental stewardship.

GLOBAL RETAIL EXPERIENCE. COMMERCIAL ADVANTAGE.

Venture Tea's international retail experience includes supplying to Lidl, Ross Dress for Less, Burlington, dd's DISCOUNTS, HomeGoods, TK Maxx/TJ Maxx, Rossmann, Kaufland, Carrefour and Netto across the United States, United Kingdom and European markets.

This experience provides valuable insight into international retail requirements, from high-volume everyday essentials and value-driven collections to premium speciality products and seasonal ranges.

Strategic procurement of tea, ingredients and packaging materials, combined with long-term supply arrangements, supports competitive pricing, supply continuity and greater cost predictability for retail partners.

WHERE PACKAGING MEETS POSSIBILITY.

Recognising packaging as a powerful point of differentiation, Venture Tea places creative innovation at the centre of its private label offering.

Capabilities extend across traditional cartons, individually enveloped tea bags, pyramid tea bags, flexible pouches, decorative tins, paper tubes, canisters, reusable containers and bespoke gifting formats. From everyday shelf-ready products to sophisticated, keepsake-worthy collections, its in-house design expertise enables retailers to develop packaging tailored to their markets, merchandising strategies and price positioning.

Seasonal collections further transform tea into distinctive gifting experiences for Christmas, Easter, Mother's Day and other retail occasions.

BUILT FOR PRIVATE LABEL. DESIGNED FOR RETAIL SUCCESS.

“At Venture Tea, we recognise that successful private label partnerships are built on understanding the evolving needs of retailers and the consumers they serve. Our portfolio is strategically developed around four key retail opportunities: Everyday Essentials, delivering consistent quality and year-round consumer demand; Value-Driven Collections, combining affordability with contemporary appeal; Wellness & Emerging Trends, embracing innovative herbal, botanical and functional-inspired blends; and Premium & Seasonal Gifting, where distinctive designs, bespoke concepts and reusable packaging transform tea into an exceptional retail experience. Our strength lies in bringing these opportunities together at the optimal price point through innovation, manufacturing expertise and commercial competitiveness, empowering our retail partners to build differentiated tea collections that inspire consumers and deliver lasting value.” — Stephen Thuring, Managing Director, Venture Tea (Pvt) Ltd.

TARLTON: A CHALLENGER BRAND. YOUR INSPIRATION.

Alongside private label manufacturing, Venture Tea presents Tarlton, its internationally established tea brand featuring everyday favourites, premium teas, herbal infusions, wellness collections and innovative gifting formats.

Tarlton showcases the company's blending expertise, packaging creativity and product development capabilities available to private label partners.

WHAT'S NEXT.

At PLMA Chicago 2026, Venture Tea invites retailers, category managers and sourcing professionals to explore partnerships built on quality, innovation, commercial competitiveness and collaborative product development.

From initial concept to finished retail product, Venture Tea combines the expertise, infrastructure and imagination to build distinctive, commercially successful tea collections.

We don't just manufacture tea. We help retailers build brands.

ABOUT VENTURE TEA

Venture Tea (Pvt) Ltd. is a Sri Lankan tea manufacturer and exporter specialising in private label production, innovative packaging and bespoke product development, serving international markets through its integrated manufacturing facility.

Meet Venture Tea at PLMA Chicago | 15–17 November 2026

www.venturetea.com | www.tarltontea.com