NEWS | BEVERAGES

Granos launches gourmet tea collection

The new range features three of its best-selling flavours, i.e., Pure Jasmine Tea, Tulsi Green Tea, and Masala Blu Tea

By **Sanjiv Das** | May 14, 2025



granos tea

WordPress post #35792

The new range features three of its best-selling flavours, i.e., Pure Jasmine Tea, Tulsi Green Tea, and Masala Blu Tea

Health and wellness brand Granos has entered the premium beverages space with its launch of the gourmet tea collection. The new range features three of its best-selling flavours, i.e., Pure Jasmine Tea, Tulsi Green Tea, and Masala Blu Tea—all with high-quality ingredients rooted in natural principles of health.

Pure Jasmine Tea is a caffeine-free drink that utilises 100 per cent dried jasmine flowers, which are calming in aroma and health-promoting in characteristics. Tulsi Green Tea is an antioxidant-rich green tea blended with holy basil (Tulsi) for stress relief, digestion, and immune system support. Additionally, Masala Blu Tea involves blending vibrant blue butterfly pea flowers with common Indian spices like cinnamon, cardamom, and cloves to make a highly presentable brew that aids digestion as well as imparts a unique sensory experience.

Rahul Mittal, Health Enthusiast, Founder & CEO, Granos, "With wellness taking centre stage in individuals' lives, introducing our Gourmet Tea Collection is a strategic and timely move for us. Today, consumers are not only looking for healthier options but also products that provide authenticity, sensory pleasure, and benefits. Since the international market for green tea is expected to expand from $12.80 billion in 2019 to $35.27 billion by the year 2032 at a CAGR of 8.13 per cent, entering this segment responds to consumer sentiment as well as our dedication to providing high-end, wellness-centric products created with integrity.

Granos' foray into the tea segment reflects its continued emphasis on clean, sustainable, and wellness-focused food solutions. The Granos Gourmet Tea Collection is available on the official website and prominent e-commerce portals such as Amazon India.

Read online: https://nuffoodsspectrum.in/news/15/22339/granos-launches-gourmet-tea-collection.html
© 2026 NUFFOODS Spectrum. All rights reserved.