



KENYA EXPORT
PROMOTION & BRANDING
AGENCY

Tradealert

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The Culture of Kenyan Tea

Kenyan tea is more than an export commodity; it is deeply woven into the country's history, culture, hospitality and livelihoods. Introduced in Limuru in 1903 and commercialised in the 1920s, tea has evolved into a globally recognised industry, with Kenya renowned for its bright, brisk black tea and emerging specialty varieties such as purple, green and orthodox teas.

The sector supports hundreds of thousands of smallholder farmers and millions of livelihoods across the value chain, while tea remains a cherished part of everyday life, from morning chai and family gatherings to the Kenyan tradition of welcoming guests with a cup of tea. Today, Kenya continues to strengthen its global position through value addition, innovation, branding and sustainable production. More than a beverage, Kenyan

Read more:

www.makeitkenya.go.ke/about-keproba/news-room/latest-news/the-culture-of-kenyan-tea



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