

LIFE & STYLE

For an 'Ausum' cuppa



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Two Bengalureans come together to create signature hand-made teas

First cousins, Medha Rao and Mayura Rao, came together to create Ausum Tea. 'Ausum' in Latin means "bold and daring. We wanted a name that would reflect our personality," explains Mayura, who lived and worked in London for many years before returning to Bengaluru help her father in his "completely industrial business."

Though she was doing well, her creative side, "was craving to create a lifestyle brand and get into something where I could have fun and also make it my profession." That is when she collaborated with her cousin Medha, also from a marketing background and started Ausum Tea six months ago.

"We both love tea. In London I was introduced to tisanes (fruit infusions) and discovered that blended teas are quite a rage there, is served in every café and one is spoilt for choice. But here it was a little difficult to find the range and the very thought of importing them seemed tiresome. So we decided to make our own tea," explains Mayura adding that the duo went into an "intense time of R & D."

"We discovered that all varieties of tea come from just one plant. It is only the various kinds of processing that they goes through that gives it different tastes. Even the altitude it is grown in determines it's taste. That is where you get your variety," shares Mayura.

While the duo "don't come from estate backgrounds, yet we are great at making recipes and wanted to offer a fun aspect to drinking tea with our range. We offer you a repertoire of signature loose tea blends with fragrant flowers like chamomile and lavender, citrus fruits like sweet lime and oranges and hints of surprise like chilli, liquorice and banana," says Medha.

She adds, "Though many people are aware of green tea and its health benefits, we still organise events and tea tastings so that they can add it into their daily routine. We specialise in tisanes, green and white teas. The best part is that you can have this any time of the day as a drink. It is not fizzy nor does it have sugar. We also assure you that this is not your regular green tea that will leave a bitter after taste."

Mayura says, "It breaks our heart when we see people add sugar or honey to their green tea. Tea, primarily is had for its anti-oxidant properties. It has 10-fold more anti-oxidants compared to black tea. If it is consumed without milk or sugar, then you reap more health benefits."

Ausum tea comes in a box with instructions on how you can make it and also a list of health benefits. They say their tea can be had hot or cold or infused with liquor. "A friend of ours mixed our blends with vodka and the drink turned out to be just great," laughs Mayura adding that their blends can also be added into baked and cold desserts such as Spanish sangria macaroon, Eastern zing sorbet or a banana nut bread crème brulee.

AusumTea is sold at ausumtea.com or call 9845499444.