

Company Profile 2025

Tea Experts

Karibu Chai



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is a celebration of the culture of tea.

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We envision a world where every cup of tea inspires joy, peace, and connection. Our goal is to be the leading name in premium teas, known for quality, authenticity, and sustainability.

So take your time, savor the moment, and connect with the rich heritage behind each cup.

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ABOUT US

Continental Agventure Limited was conceived in the misty highlands of Eastern Central Parts of Africa, an area rich in the smell of tea. Coming into life zealously for the most famous drink in the world, for we knew that every leaf had a tale to tell and would be jealously guarded in every blend.

Beyond business, Continental Agventure is a celebration of the culture of tea, committed to making every sip delightful through sustainability and fair trade, advancing communities with ethical sourcing.

So take your time, savor the moment, and connect with the rich heritage behind each leaf.

With dedication to quality and innovation, we continue to redefine the tea experience one from tea leaf to the cup, one story at a time.



Karibu
Chai,
Karibu
Continental

Vision

We envision a world where every cup of tea inspires joy, peace, and connection. Our goal is to be the leading name in premium teas, known for quality, authenticity, and sustainability.

Mission

Our mission is to create an eAExceptional tea experience from leaf to cup, blending tradition with innovation to bring the joy of tea culture to the world.



OUR SERVICES

Tea Products

Continental Agventure specializes in premium black teas, each selected from the finest East African estates. Our teas embody the boldness and depth characteristic of the region, offering a sensory journey through the lush landscapes of Kenya, the rolling hills of Rwanda, and the fertile grounds of East Africa. With each cup, you experience the unique essence of East Africa—perfectly captured and carefully curated for tea enthusiasts worldwide.



Our Products

Primary (CTC)
Secondary (CTC)
Orthodox Tea
Speciality Teas

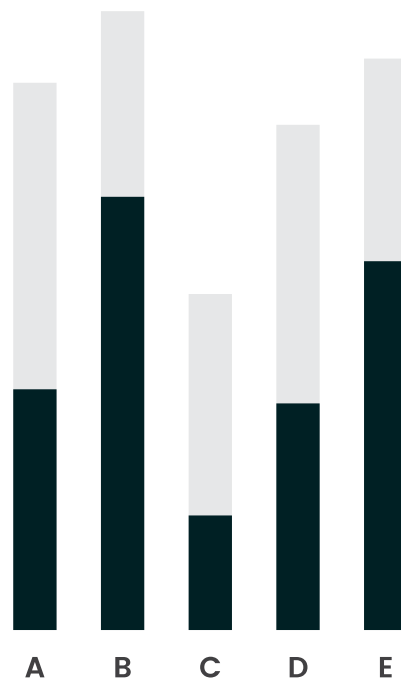


Main Markets

Continental Agventure proudly serves tea lovers across Kenya, the Middle East, Egypt, UAE, Pakistan, Iran and many others. Our presence in these regions allows us to understand and cater to local preferences, ensuring that our offerings resonate with each market's unique tastes. By blending global reach with local insight, we aim to deepen the appreciation of tea wherever the customers journey takes us.



With each cup,
you experience
the unique
essence of East
Africa



PARTNERSHIPS

At Continental Agventure, our success is deeply rooted in the strong partnerships we've cultivated across the tea industry. These collaborations allow us to maintain exceptional standards of quality and sustainability while continuously innovating to bring the best tea experiences to our customers. Our key partnerships include:



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Continental Agventure

- **KNCCI** With a National Office and established County Chambers in all 47 counties, KNCCI is on a mission to facilitate and promote a sustainable business environment for economic growth and prosperity.
- **Tea Board Of Kenya:** The Tea Board of Kenya is a State Corporation in the Ministry of Agriculture and Livestock Development established by Tea Act No. 23 of 2020 to develop, regulate and promote tea sub-sector. The Board is governed by a Board of Directors appointed by the Cabinet Secretary in charge of Agriculture and Livestock Development while day to day operations are directed by the Chief Executive Officer.
- **EATTA:** The East African Tea Trade Association is a voluntary organization bringing together Tea Producers, Buyers (Exporters), Brokers, Tea Packers and Warehouses, all working to promote the best interests of the Tea Trade in Africa. Currently, membership comprises over three hundred companies extending across the East and Central African borders. EATTA is mandated to promote and facilitate the interests of all the stakeholders in the tea trade in Africa by creating an enabling business environment geared towards maintaining global standards and delivering tea products to the customers in the most profitable way.
- **Mombasa Tea Auction:** Mombasa has gained a reputation as a centre for some of the best CTC top grades in the world and an international blending floor with teas coming from within and outside Africa for blending. Every major tea producing and consuming country focuses on the weekly activities in this centre to gauge the market trends and create benchmarks for their international prices of tea.

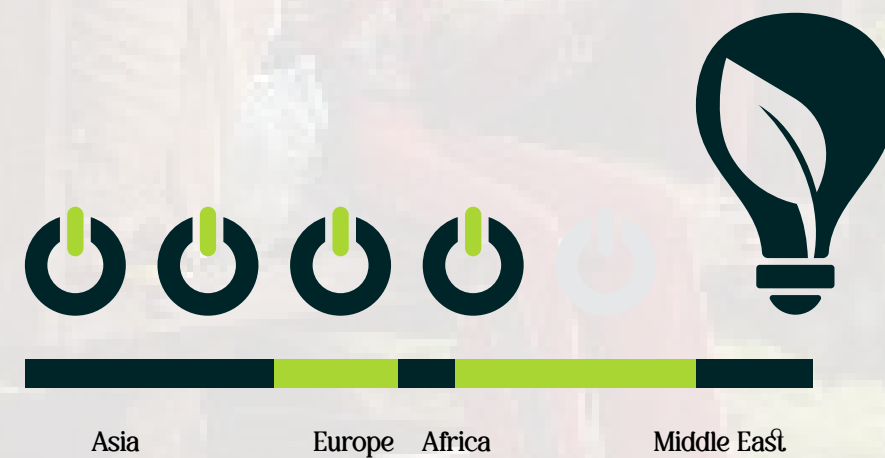




“Sustainability & Ethical Practices

Sustainability is the cornerstone of Continental Agventure. Our tea estates have been organic for over a decade, protecting local biodiversity and ensuring natural farming practices. Through our fair trade principles.

These programmes facilitate the transfer of knowledge on tea management practices between as many farmers as possible..





Innovation & Technology

Our state of the art laboratories Recently, analytical techniques such as spectroscopy, machine vision systems, and hyperspectral imaging have been substituted with conventional techniques to monitor chemical compounds involved in the taste, odor, and color of tea and its products (e.g., chromatographic-based techniques of high-performance liquid chromatography (HPLC) and gas chromatography-mass spectrometry (GC-MS)).

Blending tradition with modernity, we use cutting-edge technology in our processing facilities, including our proprietary “Flavor Lock” system for preserving tea freshness. Our “Tea Connect” website, allows customers to trace their tea’s journey from AUCTION to DESTINATION, enhancing transparency and trust. We also lead in sustainable packaging with our biodegradable tea bags, ensuring quality while reducing waste.





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Agriculture and Food Authority: (AFA KENYA) The Authority is the successor of former regulatory institutions in the sector that were merged into Directorates under the Authority, with the commencement of Crops Act.

CONTINENTAL AGVENTURE

Customer Testimonials

Our Customers' Stories

At Continental Agventure, we're proud to serve a diverse range of clients across Kenya, the Middle East, and North Africa. Here's what a few of them have to say about their experience with our teas:

1. Salim Amir (Egypt)

"Continental Agventure's teas have been a game-changer for our business because of the rich, bold flavors. The quality is unmatched, and the team's commitment to sustainability aligns perfectly with our values."

— Tea/Coffee Analyst

2. Mo Ahmed, (UAE)

"We've been serving Continental Agventure teas at UAE Markets for over a year now, and our patrons love them. It's no surprise that we've seen a significant increase in repeat customers due to Continental's consistency."

— Abudhabi, Co. Trading LLC

3. Haji Salman, (Pakistan)

"Partnering with Continental Agventure and their understanding with the Pakistan & Afghanistan markets very well, helps quite a lot. Their teas consistently exceed our expectations in both quality and taste. For both wholesale and retail."

— Procurement Manager

4. Sahara Retailers (Morocco) :

"Partnering with Continental Agventure has been one of our best business decisions. Their teas consistently exceed our expectations in both quality and taste. Our clients often ask specifically for their products, which speaks volumes about their reputation."

— Ibrahim Suleiman, Tea Expert

Karibu Chai, Karibu Continental

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