

**DEV MENON**  
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### **Dev Menon, Tea Consultancy**

- Joined Damron Corp., Chicago, in February 2008.
- Appointed by the J V Gokal Group in December 2006, specifically to develop a dynamic private label tea business in the U.S.A., because of my direct experience of the U.S. tea market for over a decade, with annual marketing visits 1986/1994, followed by presence in the U.S. between 1995 and 2003. Relocated to U.S. in April 2007 and by end 2008, secured accounts with business totaling \$2.2 million per year.
- Over 45 years' experience in the tea trade, almost unique in the spread over tea buying and blending (with the Lipton organization in London and India), tea auctioning, marketing and manufacture (with major Registered Tea Broking Houses in India), tea exports (as head of the tea export division of a tea plantation company) and tea packaging. This has given me tea tasting experience from a variety of perspectives, rare in the tea trade.
- In-depth tea tasting experience of an unusually wide range, encompassing teas of North East as well as South India, Sri Lanka and almost all other origins. During the first 4 years in tea, with the Lipton organization in U.K., tasted teas from every world origin, for sale suitability to every market in Europe. Between 1967 and 1986, as an auctioneer and tea manufacture advisor, specialized in high quality teas, i.e. Darjeeling and "Second-Flush" Assam in N.E. India and Nilgiris in South India. Continuous tasting exposure to teas from other origins.
- Designed and developed a range of tea packs, including specialty packs such as wooden chestlets, for various clients in India, at various levels of product quality and price. In 1996, worked with Japanese associates to demonstrate the pyramid teabag, which has now achieved popularity in the U.S. market. Also developed the unique "**Easy-Brew**" leaf tea blend for automatic coffee brewers. In the U.S.A., consulted by Kraft (Gevalia) as well as by Tetley U.S.A., regarding specialty teas; this information is disclosed with their permission. Previous clients include Brooke Bond India Ltd. (a Unilever company), ITC Ltd. - a BAT company and at that time, India's largest export house, Art of Living Foundation (world's largest Non-Governmental Organization) to develop a line of herbal teas for their ayurvedic division, Sri Sri Ayurveda).
- Tea manufacturing expertise provides capability of special manufacture for specific requirements.
- A unique perspective in understanding the U.S. marketplace and knowing what teas have the quality and flavor profiles for popularity with the American consumer.