

Kusmi Tea Paris CDG boutique store and new black spice blend



With over 40 stores worldwide and a presence in several key airport locations, Kusmi Tea launched its first boutique store this summer in Terminal 2F of Paris Charles de Gaulle Airport.

With growing success in key airports such as Paris, Frankfurt, Copenhagen, St. Petersburg and Sao Paulo, the Kusmi Tea boutique reflects the brand's corporate identity with its pure white and red interior and displays of colourful Kusmi packaging.

There is a nod to Paris Kusmi Tea's base since 1917 – in the form of a 2 metre high depiction of the Eiffel Tower decorated with the company's tea blossom and engraved on the shop's glass frontage, lit up by rainbow colours. Inside display furniture enables passengers to experience the full range of Kusmi Tea blend scents before purchase.

The full range of Kusmi Tea products is available in-store, along with a selection of tea accessories, Parisian style mugs and herbal teas from sister brand Løv Organic.

New from 18 October, a blend inspired by Imperial Russia will be launched, called Tsarevna. A limited edition Christmas tea produced in the 19th century tradition, it is a Russian blend of black tea, spices and orange presented in a 250g metal tin, adorned with gold sequins.

Parent company Orientis Gourmet will be exhibiting the Kusmi Tea brand at the TFWA Exhibition in Cannes for the fourth year this October.