





Our Story

Tea Avenue is the brainchild of the De Silva family whose lineage is steeped in the art of tea for four generations, moved on to share this passion with the rest of the country.

Lushantha De Silva, a third generation De Silva explained, "No matter how busy dad used to be, we always had sunday tea sessions on our front porch. Dad never missed that. we want others to have what we had; the time to savour a well brewed tea." Since opening its doors in Urban Colombo. Sri Lanka in October 2014, Tea Avenue has become a staple location for busy urbanites looking for a space to unwind. Tea Avenue provides a soulful nostalgia-rich experience with the convenience of well-crafted tea offerings and comforting food. Drawing from the rich experience and history from the four generations of De Silva family. Tea Avenue is an original experience to be had.



Customers find our Tea Houses attractive with a relaxing ambience and serving appealing food and beverages. Apart from Premium Tea related beverages, Tea Avenue offers a range of signature milkshakes, coffees and other desserts creating a range of distinctive and indulgent taste experiences.

Our Offerings

BEVERAGES



FOOD & CAKES



RETAIL



Tea Sourcing

All teas are hand plucked to ensure the highest quality. The De Silva family ensures all teas are personally tasted before it reaches the stores, ensuring a perfect cup each time.

Critical Success Factors

- ✎ We provide over 20 different tea taste profiles, with real time quality checks by our Master Tea Tasters. Sourcing and manufacturing are done in our own factories.
- ✎ By following the systems outlined by the Master Franchise, a new Franchisee will benefit from the experience of an established enterprise.
- ✎ A Lifestyle brand - a unique experience, through the combination of products, interior design and service quality.
- ✎ In-house R&D for the Menu in-line with Local Area customization to suit regional palates.
- ✎ Exclusive Merchandise and Marketing Material to provide an external sales arm.
- ✎ Training and Development including periodic evaluations.

Comprehensive Franchise Support

Pre-Opening

- ✎ Master Franchise Induction Programme
- ✎ Site Evaluation and Selection Assistance
- ✎ Provision of Design Concept
- ✎ Support in drawing up initial Business Plan
- ✎ Team Member Training
- ✎ Operational Guidelines, Manuals and Templates
- ✎ Marketing Material and Merchandise
- ✎ Local Area Marketing guidelines
- ✎ New Outlet Launch Marketing Plan

Continuous

- ✎ Quarterly Operational Audits and Field Visits
- ✎ Training Refreshers
- ✎ Menu Development and streamlining
- ✎ Overall Business Guidance
- ✎ Annual Master Franchisees gathering



New Store Opening Steps



Business Introduction

Preliminary discussion and agreements, Investment Planning and Working Capital specifics.



Preliminaries

Training, Site visits, grand opening marketing strategy, merchandise, business registration.



Securing Location

Site Evaluation and recommendations.



Final Pre-Opening

Dry run for Family and Friends.



Business Analysis

P&L referring and Budget Forecast.



Grand Opening!



Completion of Franchise Agreement

Final Sign off and beginning of design drawing and construction/renovations.



Operation

Management of outlet.

“

Personally Chosen, Perfectly Brewed.

**De Silva & Sons will always
bring you their most exceptional teas
carefully selected for the
perfect tea experience.**

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