

Supplying Kenyan Tea, Tailored for Your Market.

BULK TEA • PRIVATE LABEL • BLEND MATCHING • EXPORT & LOGISTICS

ABOUT MISSAL TRADING LIMITED. Missal Trading Limited is a Kenyan tea trading company specializing in sourcing, blending, tasting, and supplying high-quality teas to global markets. With deep roots in the Kenyan tea industry and direct access to the Mombasa Tea Auction, we serve importers, distributors, packers, wholesalers and private-label brands across the Middle East, Europe and beyond. We go beyond supply — we deliver market-ready tea solutions. From origin selection and sensory profiling to precise blend matching and packaging, we align every shipment with your target market requirements.

WHY KENYAN TEA?

- Bright, attractive liquor
- Strong, brisk taste
- Excellent colour in milk
- High blending value

OUR APPROACH

- ✓ Specification-driven sourcing
- ✓ Professional tasting
- ✓ Consistent supply
- ✓ Flexible packaging & delivery

OUR TEA PORTFOLIO

GREEN TEA



Fresh, clean and refined profiles for specialty, wellness and retail applications.

PURPLE TEA



Distinctive Kenyan purple tea for premium and differentiated market positioning.

BLACK CTC



Strong, brisk and colour-rich teas suited to milk tea, blending and high-volume markets.

BLACK ORTHODOX



Whole-leaf and specialty grades for premium blends, loose-leaf and differentiated retail products.

OUR CORE SERVICES

01.Tea Sourcing & Procurement	We source from the Mombasa Tea Auction, leading Kenyan tea factories and trusted private producers. Buyers gain access to grades such as BP1, PF1, PD, Dust and other specifications, with flexibility for spot and contract supply.
02.Tea Blending & Blend Matching	We develop teas that perform in the target market — from strong, colour-rich Middle East profiles to balanced European blends. Capabilities include benchmark matching, new signature blends, multi-origin blending and cost-performance optimisation.
03.Tea Tasting & Quality Control	Professional tasting focuses on liquor colour and brightness, strength, mouthfeel, aroma, leaf appearance and infusion consistency. Lots are selected against buyer specifications to support repeat-order consistency.
04.Packaging Solutions	We provide bulk and retail-ready formats, including paper sacks, polybags, tea bags, tagged and enveloped tea bags, stand-up pouches, zipper pouches and loose-leaf packs. Private-label solutions can be customised to market and labelling requirements.
05.Export & Logistics	We support FOB and CIF shipments in 20ft and 40ft containers, with export documentation and coordination through Mombasa. Documentation can include Certificate of Origin, phytosanitary certification and other client-required export documents.

MARKET FOCUS

MIDDLE EAST. Strong liquoring, deep colour and milk-tea performance, supported by market-specific packaging and blends.	EUROPE. Consistency, traceability, specification control and blends aligned with quality and regulatory expectations.	INTERNATIONAL PRIVATE LABEL. Flexible formats and branding support for distributors, wholesalers, supermarkets and brand owners.
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QUALITY, COMPLIANCE & MARKET READINESS

QUALITY & COMPLIANCE ✓ Specification-based lot selection before shipment ✓ Attention to liquor colour, brightness, strength, aroma and infusion ✓ Batch consistency for repeat orders ✓ Traceability and export documentation aligned with client requirements ✓ Focus on MRL compliance and market-specific labelling requirements ✓ Coordination of shipment documentation and logistics from Kenya	WHY CHOOSE MISSAL TRADING? • Market-Focused Approach — we supply what your market demands, not simply what is available. • Auction Strength — direct sourcing advantage through the Mombasa Tea Auction. • Blend Expertise — precision blend matching and development. • Reliable Supply — consistent quality and commercially viable volumes. • Flexible Solutions — from bulk tea to finished retail products. • Long-Term Partnership — we prioritise repeat business, responsiveness and sustainable growth.
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OUR DIRECTION

MISSION. To deliver high-quality Kenyan tea solutions through expert sourcing, precise blending and reliable supply, creating value for our global partners.

VISION. To be a leading global tea trading partner recognised for quality, consistency and market-driven tea solutions.

CONTACT MISSAL TRADING LIMITED +254 707 806680 | trading@missaltrading.co.ke | info@missaltrading.co.ke P.O. Box 13161-0400 | www.missaltrading.co.ke