

Teamasters wants to elevate tea from an everyday drink to a premium experience

After over 20 years in the world of tea, Teamasters wants to change the way we look at the drink. Through close collaborations with small producers and a passion for craftsmanship, tea is elevated from everyday life to an experience of taste, origin and well-being.



Aratenna Special Silver Tips, winner of the Great Taste Award 2025, from Glen Nevis Teaplantation. Tea master Tharindu Methruwan at Glen Nevis, and I, planting the tea cultivar TRI2043. View of the plantation, located in the Kandy region, Sri Lanka. Pictures, April 2026.

It started with a trip around the world over 20 years ago. Then Catrin Abrahamson-Beynon left her life in the advertising industry to find a new direction. She knew she wanted to do something else, but not what. She found the answer unexpectedly, in a cup of tea.

"I had a tea experience that changed my future. I had never encountered anything like it before. It was like opening the door to a whole new world," she says.

That was the start of Teamasters, a company that today works with premium tea, education, and more. Catrin wanted to change the view of tea here in Sweden, where coffee has long dominated.

From mass product to speciality tea

For Catrin, tea is about craftsmanship, origin, and human encounters. Over the years she has traveled frequently to the world's top tea regions, recently spending a month in Nepal, Darjeeling and Sri Lanka. There she met small-scale growers who work in close connection with nature, focusing on small batches in a biodiverse environment rarely found in large-scale production.

"These tea producers are like artists. They create tea with a knowledge and feeling that is completely unique," she says.

This is also where Teamasters differs from many other suppliers. Instead of volume and mass production, the focus is on so-called "specialty teas" — small batches of high quality, where each harvest carries its own character.

A drink with multiple dimensions

A central part of Catrin's work is to change the way we look at tea. For her, it is a drink that can be compared to wine, both in complexity and in experience.

"There is a tea for every time of day, every season and every person. Taste, aroma and feeling vary enormously depending on how and where it is grown. Teamasters also offers 'sparkling tea', a white wine without alcohol flavoured with Tie Guan Yin oolong and green Jasmine tea — great as an alternative for more festive occasions," she says.

But unlike many other drinks, she also highlights the functional properties of tea. The combination of L-theanine, antioxidants and theine provides a more long-lasting and balanced energy.

"You get a calm alertness that lasts longer. It is a completely different experience than coffee," she says.

A future beyond the coffee cup

Despite Sweden being one of the world's most coffee-drinking countries, Catrin sees change on the horizon. Interest in specialty tea is growing, not least among younger generations and in gastronomy. At the same time, the development is driven by increased awareness of health, sustainability and origin.

"Tea has so much to offer. It's not a boring drink, it's a whole world to discover," she concludes.

And perhaps that's where Teamasters' strength lies. In the meeting between tradition and innovation, between craft and business, and in a clear vision of getting more people to discover the world's most consumed drink after water!

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Festive sparkling tea wine, natural and in a mocktail.



Monastery of Tea in Sri Lanka. Catrin in the middle with Sankha on the left and Kumara on the right.

Knowledge as a business concept

Teamasters is not only a supplier of tea, but also a knowledge platform. Through training, tastings and certifications, Catrin spreads her expertise further, including as a trained tea sommelier. The customers are mainly in the hotel and restaurant industry, where quality and experience are crucial. Several of them have been working with Teamasters for over a decade.

"It's about long-term relationships. I want to shorten the distance between my suppliers and their knowledge and pass on their commitment, helping my customers offer tea that makes a real difference to their guests," she says.