PRESS RELEASE / 12 NOVEMBER 2026

Teamasters from Sweden joins C&TMRI’s international partner network

A NEW INTERNATIONAL PARTNERSHIP

Connecting tea education, professional expertise and international market research.

The Coffee and Tea Market Research Institute (C&TMRI) welcomes a new international partner – Teamasters from Sweden, founded by Catrin Abrahamsson-Beynon, a certified tea sommelier, instructor and expert in tea education.

Teamasters specialises in tea education, professional training and promoting knowledge of premium teas from different regions of the world. Since 2016, it has offered an international tea sommelier diploma programme in cooperation with the International Tea Academy in Kunming, China.

Its activities also include tea tastings, workshops and educational events, as well as sharing insights into tea traditions, production methods and emerging trends.



PEOPLE / KNOWLEDGE / COOPERATION

A shared commitment to tea



Catrin Abrahamsson-Beynon brings extensive experience in the international tea sector. Through Teamasters, she promotes a deeper understanding of tea, connecting producers, industry professionals and consumers.

The new partnership opens opportunities for exchanging knowledge and experience, exploring developments in the international tea market and collaborating on educational and editorial initiatives.

“We are pleased to welcome Teamasters to our international network. The exchange of knowledge between researchers and experienced tea professionals is an important part of the Institute’s mission,”

— Dr Sylwia Mokrysz, President of C&TMRI

We look forward to developing this cooperation and sharing new perspectives on the world of tea.

Learn more about our new partner:

www.teamasters.se