# Article information:

The Story Of Dilmah Tea Company | The Finest Teas Of The World
<https://www.dilmahtea.com/dilmah-family/dilmah-story>

# Article summary:

1. Dilmah Tea Company was founded in 1985 by Merrill J. Fernando, who wanted to offer tea handpicked and packed at origin, ensuring great taste and natural goodness.

2. Dilmah is the first ethically produced tea brand, following the principles dictated by the 12 Principles of Dilmah in every aspect of their business and conduct.

3. The natural goodness in every cup of Dilmah is extended by the positive humanitarian and environmental impact Dilmah has on communities and ecosystems through their MJF Charitable Foundation and Dilmah Conservation.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "The Story of Dilmah Tea Company | The Finest Teas of the World" provides a brief overview of the history and philosophy behind Dilmah tea company. However, the article appears to be promotional in nature and lacks critical analysis.

One potential bias in the article is its focus on the founder's vision and commitment to quality, without exploring any potential drawbacks or criticisms of the brand. The article also makes unsupported claims about Dilmah being one of the finest teas in the world, without providing evidence or comparing it to other high-quality tea brands.

Additionally, while the article briefly mentions Dilmah's ethical production practices and commitment to human service, it does not provide any concrete examples or evidence of these efforts. It also fails to explore any potential risks or challenges associated with these practices.

Furthermore, the article presents a one-sided view of Dilmah as a unique and exceptional brand, without acknowledging any potential flaws or limitations. It also includes promotional language such as "goodness in your cup of tea" and "a cup of kindness," which further suggests a biased perspective.

Overall, while the article provides some basic information about Dilmah tea company, it lacks critical analysis and presents a one-sided view that may be influenced by promotional interests.

# Topics for further research:

* Criticisms of Dilmah tea company
* Comparison of Dilmah tea to other high-quality tea brands
* Evidence of Dilmah's ethical production practices and human service efforts
* Risks and challenges associated with Dilmah's ethical practices
* Limitations or flaws of Dilmah tea company
* Independent reviews of Dilmah tea quality and taste

# Report location:

<https://www.fullpicture.app/item/29e56eab5060ce129e5e3bebb0527316>