



Sebastian Michaelis is the Head of Tea at Tata Consumer Products Ltd., the second largest tea packer in the world. Sebastian started his career at TCPL 15 years ago and over that time has managed the tea sourcing of all major tea origins for the group. He oversaw the company's ethical sourcing programme, supporting producers on their journey towards Rainforest Alliance certification. As an experienced tea taster, Sebastian has represented the Tetley brand with multiple TV and radio appearances following the company's decision to insure his taste-buds for £1m.