

NABC 2016 Gets The Grand Flavour of Goodricke



The North American Bengali Conference is the perfect rendezvous for the Bengali diaspora in United States and Canada. It aims at keeping the roots of Bengali culture alive by celebrating the state's rich tradition. It witnesses the convocation of some of the most eminent artists, artisans and industrialists from Bengal. The conference also provides a global platform for merchants and advertisers to promote their brands and products.

Goodricke established its presence at NABC, held in Madison Square from 1st to 3rd July, 2016. Tea or "cha" is a quintessential element of the Bengali culture, acting as the perfect catalyst for any "adda." It is the classical conversational starter and an integral part of a Bengali's life. Therefore, this was the ideal opportunity for Goodricke to be the beverage sponsor of NABC, where it successfully displayed its international range of products along with its newly launched Ready to Drink products in three variants. In addition to this, the patrons here were treated with various flavours of Goodricke teas.

It is a venture that turned out to be a tremendous success for Goodricke, inspiring the group to be a part of many similar activities in the near future.