

# CEYLON CINNAMON

THE SPICE OF LIFE, CRAFTED WITH KINDNESS FOR TASTE AND GOODNESS.

# A Spice That Was Once More Valuable Than Silver or Gold

Since 1,000 BC Ceylon Cinnamon has been treasured by King Solomon, the ancient Egyptians, Greeks and Romans.

Cinnamon was once more valuable than gold or silver and wars were fought over the spice.

Yet Ceylon Cinnamon has a pretender, and for centuries subjected to the misfortune of confusion with its lesser cousin, cassia. Cassia differs in taste and colour and lacks the many health benefits of Ceylon Cinnamon.

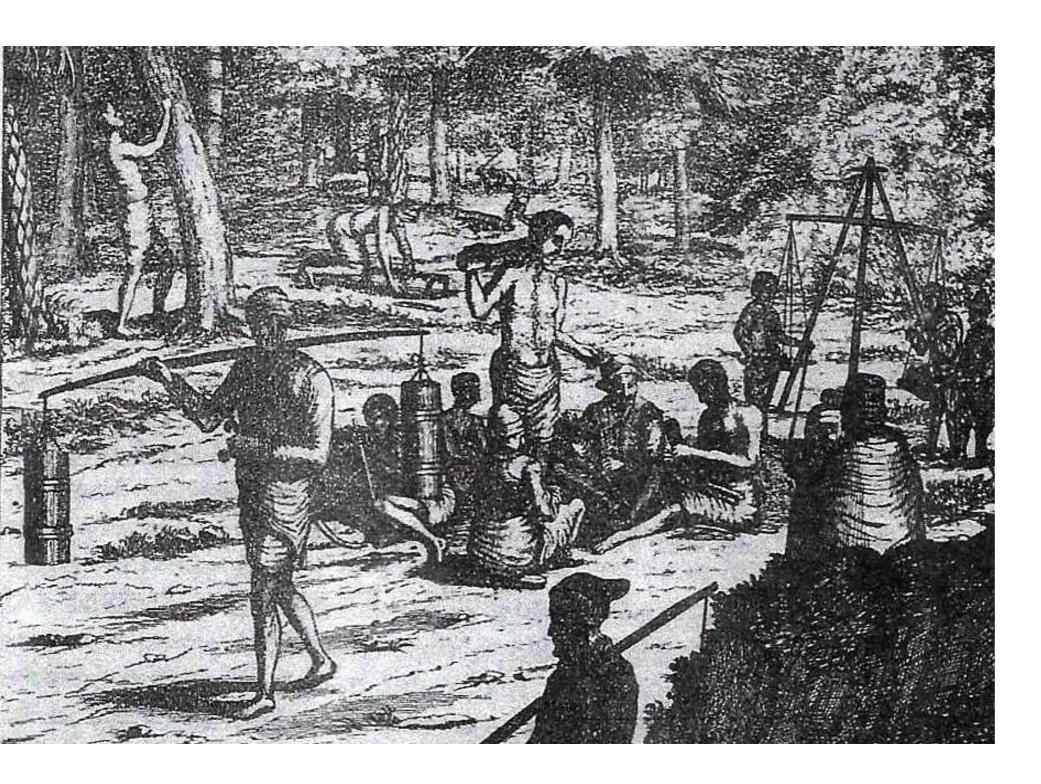
Ceylon Cinnamon is a dream for F&B because it can be used ir gastronomy or mixology as a sweet or savoury ingredient.

Furthermore, it possesses medicinal benefits for a multitude of illnesses and ailments. It truly is the Spice of Life.

Our involvement with Ceylon Cinnamon starts with our Kahawatte Plantation. It is one of the best and largest plantations in Sri Lanka and it is a social enterprise at heart because it is founded on the values of kindness to people and nature, making our entire process ethical and sustainable.

Through our artisanal master peelers who add superior craftsmanship to our harvesting, combined with our state-of-the-art process to sterilise and pack, our Dilmah Finest Ceylon Cinnamon is a must-have in any kitchen for the quality-driven conscious consumer.





The History and Renaissance of Ceylon Cinnamon



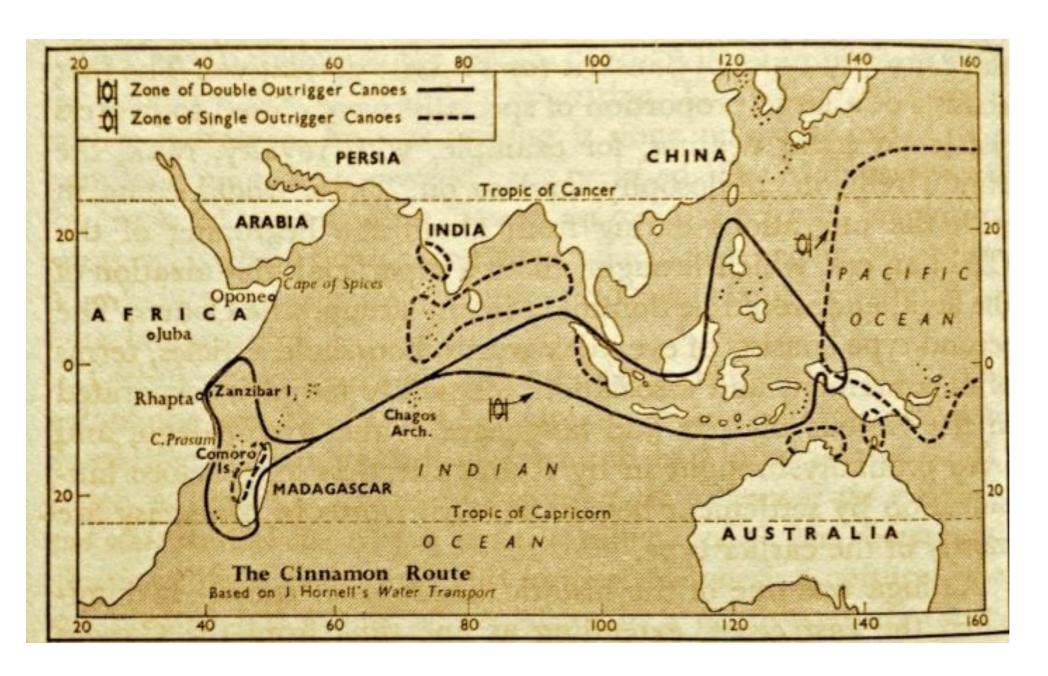
# Voyage to Tambapanni 1000 BC

King Solomon, renowned for his wisdom and wealth, embarked on a grand voyage of the Gulf off Aqaba towards the Indian Ocean in search of the finest Ceylon Cinnamon. Prized in the ancient world for its sweet and delicate flavour, and native to the Singlase Kingdom - Tambapanni, it is amongst the treasures traded through the port of Tarshish, present-day Galle.

In the Song of Solomon 4:14, it is celebrated as one of the finest spices, evoking the opulence of his reign. Cinnamon was one of the precious gifts brought by the Queen of Sheba to King Solomon. Cinnamon is mentioned in the Holy Bible as a component of the holy anointing oil given to Moses in Exodus 30:23, symbolising sanctity, and purification.

The rich aroma and healing properties of the unique spice that is native in present-day Sri Lanka made it a revered and valuable commodity throughout history, from biblical times to the present day.

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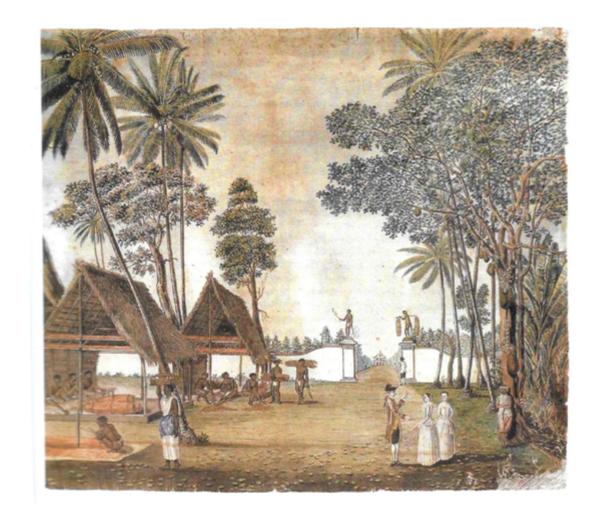


## Cinnamon from Taprobane, a Treasure of the Ancient Roman Empire

Treasured for its sophistication and value, when compared to the more common cassia variety, Ceylon Cinnamon was supplied by Arab traders from Taprobane. It was used extensively in Roman cuisine as explained by Roman Gourmet Apicius who recognised its unique flavour and aromatic qualities elevating Cinnamon as an indispensable ingredient in fine cuisine.

They were fascinated by its exotic origins and the mystery surrounding genuine Cinnamon. The spice was a symbol of wealth, luxury, and culinary excellence in ancient Rome. Roman naturalist Pliny the Elder nighlighted the value of Cinnamon explaining that it was worth five times more than silver by weight.

It was such a valued spice that Emperor Nero is said to have burned a year's supply of cinnamon at his wife's funeral pyre in 65 AD, as an extravagant display of mourning.

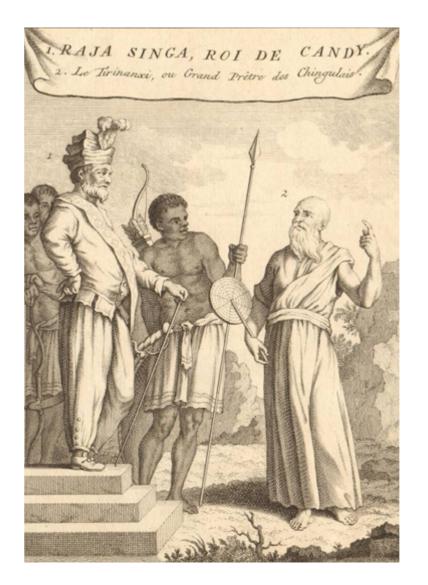


# The Age of Discovery

In 1505 a storm drove Dom Lourenço de Almeida and the Portuguese fleet under his command to our island's coast near Galle. The island was then divided into four kingdoms: Kotte (the most important), Sitawaka, Kandy in the mountains, and Jaffna in the North.

The Portuguese presence in Ceylon marked the beginning of their influence in the region, leading to further exploration and trade relations. They conquered parts of the island that they called Ceilão Português and set up a system to cultivate and harvest cinnamon, exploiting and enslaving the local population to maintain control over the lucrative spice trade.

This monopoly lasted for about a century, from 1518 until 1638, when the Dutch, with the help of the Kingdom of Kandy, seized control from the Portuguese.



# Pact with King of Kandy, Rajasingha II

The first Dutch governor of Ceylon was Willem Jacobszoon Coster. Following the Portuguese surrender of Fort Batticaloa in May 1638, King Rajasingha II signed an agreement with the VOC granting them a monopoly in the trade of cinnamon and other spices in exchange for thei continued support against the Portuguese.

During the Dutch colonial period in Ceylon, Cinnamon became a central focus, described as the Golden Age of Botany for many. The Dutch East India Company (VOC) established a monopoly on the Ceylon Cinnamon trade, which was in demand in Europe. They took over from the Portuguese in 1658 and organised the production and trade of cinnamon with greater efficiency.

The Salagama caste, traditionally associated with cinnamon peeling, played a crucial role in the Ceylon Cinnamon trade during Sri Lanka's precolonial and colonial eras. Their ancestors were a weaving community known as Saliya from South India. Under Dutch rule, the Salagamas were converted from a feudal caste into a modern proletariat and became the primary cinnamon peelers.

The Dutch control over the cinnamon trade in Ceylon lasted until their departure in 1796, marking a significant chapter in the island's colonial history and its role in the global spice trade.

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# The Renaissance of Ceylon Cinnamon

Under British rule, agriculture in Ceylon was diversified, and as the focus shifted to tea and rubber, Cinnamon production waned, although the reputation Ceylon Cinnamon enjoyed as the original and finest endured. Ceylon Cinnamon suffered competition from Cassia, an inferior and cheaper substitute that is less demanding to produce but also contains high levels of the toxic substance Coumarin.

At Dilmah we are bringing back the heritage and allure of this Spice of Life with the launch of Dilmah Finest Ceylon Cinnamon. The very same values and uncompromising commitment to integrity and purpose that Dilmah Founder Merrill J. Fernando brought to Ceylon Tea have been applied to the growing, harvesting, and processing of our Ceylon Cinnamon.

The unrivalled taste, natural goodness, and ethical purpose of Ceylon Cinnamon are the pillars that hold up this social enterprise as we share our profits for the welfare of the community of Cinnamon growers and peelers while ensuring the environmental sustainability of our Ceylon Cinnamon products.

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# The Rise in Demand for Ceylon Cinnamon

Increased popularity of Ceylon Cinnamon in various food products as a flavouring element in either savoury or sweet cuisines.

Professional chefs and cooking enthusiasts are generating more content on the different applications of Ceylon Cinnamon in gastronomy and mixology as a dynamic ingredient.

There is more awareness online through user-generated content from medical professionals on the health benefits of Ceylon Cinnamon.

Consumers are increasingly looking for a combination of nutrition and taste in every food product, as the preference for healthy eating is growing, without compromising the taste.

There has also been a significant rise in the adoption of Ceylon Cinnamon in the pharmaceutical and cosmetics industries in recent years.

The rise of conscious consumerism among the older and younger generations mean consumers are open and looking for healthy ingredients to enhance their food.

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# Renaissance of Dilmah Finest Ceylon Cinnamon.

The Spice of Life, Crafted with Kindness for Taste and Goodness.





















The world's finest Ceylon Cinnamon; grown, harvested and perfected by artisans, with kindness to people & nature - presented with love and care, by the Dilmah Family.





# Continental Grade 5 Quills

The finest continental grade 5 Ceylon Cinnamon Quills are what we harvest and produce at our plantations. To be given this certification, the diameter of the quills must be within the 12 to 13 millimeter range. It takes years of experience and skill for our artisanal master peelers to harvest such a quill.



# Fine Powder from Quillings

For different usage purposes, we use our continental grade quills and process them with a superior sterilising and packaging process to produce our Fine Powder from Quillings. Powdered Ceylon Cinnamon is ideal as a garnish or for use in drinks and desserts.



# Ophir Savoury Spice Mix

Ingredients - Ceylon Cinnamon. Coriander. Cumin. Salt. Black Pepper. Garlic. Cloves. Honey Dew. Dried Rosemary.

Certain sources and theories claim the biblical port city of Ophir was ancient Ceylon. Ophir was a land known for its gold, precious stones and many other treasures. Among these precious treasures was the legendary Cinnamon.

Tasting Note - Adds a more rounded earthy taste to your dish while the taste of the black pepper uplifts the unique flavour of the Ceylon Cinnamon without overpowering.



## Ratnapura Gourmet Sweet Spice Mix

Ingredients - Ceylon Cinnamon. Honey Dew. Mace. Nutmeg. Cloves. Cardamom. Ginger.

Ratnapura is known as the city of gems, where sapphires in all the colours of the rainbow can be found. There is something else special about the soil of Rathnapura, it is known to have properties that grow the best Ceylon Cinnamon in the world - that is exactly where our plantation is.

Tasting Note - This combination of spices adds a whole-hearted complexity to your sweet dish while complimenting the distinctive sweet taste and zing of Ceylon Cinnamon.



# Tarshish Dry Rub Spice Mix

Ingredients - Ceylon Cinnamon. Salt. Black Pepper. Curry Leaves. Roasted Chili. Mace. Garlic. Onion. Honey Dew.

Tarshish is theorised to be the port of the ancient city of Galle on the south coast of Sri Lanka where King Solomon is said to have made port in search of Ceylon Cinnamon. This is why it is known as the King of Spice in folklore.

Tasting Note - Inspired by Sri Lankan cuisine, this gives the right balance of heat and sweetness to allow the Ceylon Cinnamon to shine through with its multifaceted taste profile.



## Infusion with Ginger, Cardamon, Star Anise & Peppermint

The Ceylon Cinnamon version of Spiced Chai, is a combination of gentle back and forth of sweetness and zing. Perfect for a palate cleanser, and as an addition to any sweet drink.

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# Infusion with Peppermint & Holy Basil

This is the refreshing drink you need for a peppermint pick-up with leafy notes of basil that allow for the sweetness of Ceylon Cinnamon to act as a centrefold.



# Infusion with Gourmet Ceylon Tea

If there was anything that tasted like Sri Lanka in a cup - this is it. The world's finest Ceylon Tea is balanced with the finest Ceylon Cinnamon for a healthy and flavour-filled drink.

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# Alba

This is the world's highest and finest grade of Ceylon Cinnamon Quills that is offered. It takes 4 times longer to produce and we are in the process of offering the highest grade in the highest quality and it will be ready soon.

# Ceylon Cinnamon Quill - Grades







C5 Special

C5
Diameter - 12mm

C4





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The product can be supplied based on buyer specification

The product can be supplied based on buyer specification

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"It's an amazing product. It's fantastic in flavour, richness, and smell. For all the chefs around the world...it's a must to have in your kitchens"

# Chef Thomas Gugler President of the World Association of Chefs' Societies

"Ceylon Cinnamon's finest quality has been introduced to the world. It's an amazing product. It's fantastic in flavour, richness, and smell. For all the chefs around the world...it's a must to have in your kitchens"

"As chefs, we love to work with not good products, we want the best products. And I believe in the way, the philosophy behind whatever you're doing here in Sri Lanka in getting top quality products out to the world, you made a milestone and congratulations on that...."

"Ceylon Cinnamon finest quality has been introduced to the world. It's an amazing product. It's fantastic in flavour, richness and smell. For all the chefs around the world...it's a must to have in your kitchens"





Recipes from Chef Dulan Hapuarachchi MasterChef Australia Dilmah Finest Ceylon Cinnamon Brand Ambassador



# A Savoury Delight Grilled Whole Fish Butterflied with Salsa and Cinnamon Butter Ingredients 2 Local Fish Medium Sized 750 g Butter 100 g Cinnamon Powder 100 g Chilli Powder Salt and Pepper 200 g Fresh Green and Red Chilli 2 Bunches of Coriander 2 Bunches of Parsley 1 Litre Olive Oil or Vegetable Oil 10 Ceylon Cinnamon Quills 10 Cloves of Garlic 250 g Onions

# A Ceylon Cinnamon Drink Inspired by our Dilmah t-Lounge

#### Ingredients

100 ml Cinnamon Spice Tea 20 ml Orange and Lime Bitter: 5 ml Cinnamon Syrup 5 ml Lime Juice

#### Preparation

Brew 4g of Cinnamon Tea and add 150ml of Boiling Water for 5 minutes.

Stir Two Times.

Strain the Tea Leaves.

Pour the Tea and Balance Ingredients into a Cocktail Shaker.

Shake Ingredients with Ice Cubes for 8-10 seconds.

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# Dilmah Finest Ceylon Cinnamon Our business is a social enterprise built on the pillars of taste, goodness and purpose. We are the premium quality Ceylon Cinnamon Product in the market, and we resonate with the demands of the conscious consumer who is looking for an ethical product made with sustainability at the heart.

# TASTE

Ceylon Cinnamon grown in Sri Lanka is far superior in fragrance and flavour when compared to other types of Cinnamon like Cassia. The complex, yet delicate nature of Ceylon Cinnamon allows this miracle spice to be used as a sweet or savoury in gastronomy or mixology.

# GOODNESS

Sustainably grown in our unique Cinnamon gardens, hand-peeled and crafted by techniques passed down through generations of Master Cinnamon Peelers from the Salagama Clan Known for centuries as the essence of Ceylon's ancient medical practice - Ayurveda.

## PURPOSE

As a predominantly social enterprise, we are a vertically integrated business and our primary duty is to support our Cinnamon Peelers and the wider Cinnamon Garden Community focusing on nutrition, education and quality of life. Ceylon Cinnamon has been praised for its Ayurvedic properties and it is linked to combating Cancer Cells - A pledge by Dilmah Ceylon Spice is to support the fight against Child Cancer.





# Extracts from Research Papers on Medicinal Benefits of Ceylon Cinnamon

#### Anti-cancer

Cinnamon is a natural component showing a wide range of pharmacological functions including antioxidant, anti-microbial and anti-cancer activities. Impaired apoptosis plays a critical role in the initiation and progression of cancer. Increasing evidence indicates that cinnamon, as a therapeutic agent, has anti-cancer effects by affecting numerous apoptosis-related pathways in cancer cells. According to the extant data, cinnamon and its derivatives are natural compounds that possess anti-tumor properties. The role of cinnamon in the regulation of apoptosis as an essential signalling pathway involved in cancer progression.

#### PCOS

Polycystic ovary syndrome (PCOS) is one of the most common endocrine diseases in women at their reproductive age. Nowadays, the use of herbal compounds is used for fewer side effects, as compared to drug treatments. The results showed that increased high-density lipoprotein and insulin sensitivity were increased by the cinnamon supplementation while low-density lipoprotein, triglyceride, and blood glucose were decreased in patients with PCOS.

#### Diabetes

Multiple studies have evaluated the hypoglycemic effect of cinnamon in patients with diabetes mellitus (DM) type II, with conflicting results. Cinnamon supplementation led to improvement of all anthropometric (BMI, body fat, and visceral fat), glycemic (FPG, 2hpp, HbA1C, Fasting Insulin, and Insulin Resistance), and lipids (Cholesterol Total, LDL-c and HDL-c) outcomes (except for triglycerides level). All observed changes (except for Cholesterol Total and LDL-c) were significantly more prominent in patients with higher baseline BMI (BMI  $\geq$  27).

#### Parkinson's Disease

It has been indicated that oral feeding of cinnamon powder could induce the production of sodium benzoate in blood and brain in mice thereby suppressing astrogliosis and the upregulation and/or protection of Parkin/DJ-1 (Khasnavis & Pahan, 2014). Furthermore, cinnamon has been shown to reverse the biochemical and anatomical changes observed in PD-affected brains.

#### Antimicrobial

The bioactive compound Cinnamaldehyde damages cell membranes alters lipid profiles, and nhibits enzymatic activities, reproduction, and biofilm formation of various microorganisms. Eugenol and cinnamaldehyde are responsible for the antimicrobial properties of cinnamon.

#### Antioxidant

The oleoresins of cinnamon have shown inhibition of lipid oxidation activity (Singh et al., 2007). In human beings, antioxidants can protect cells against the damage caused by reactive oxygen species and free transition metal ions, which damage structural and functional compounds/molecules in cells causing various health problems.

#### Source Citations

Suriyagoda, L. et al. (2021) "Ceylon cinnamon": Much more than just a spice", PLANTS, PEOPLE, PLANET, 3(4), pp. 319–336. doi:10.1002/ppp3.10192. Sadeghi, S. et al. (2019) "Anti-cancer effects of cinnamon: Insights into its apoptosis effects", European Journal of Medicinal Chemistry, 178, pp. 131–140. doi:10.1016/j.ejmech.2019.05.067.

Iolania, T. et al. (2022) 'Evaluation of cinnamaldehyde mucoadhesive patches on minor recurrent aphthous stomatitis: A randomized, double-blind, lacebo-controlled clinical trial', BMC Oral Health, 22(1). doi:10.1186/s12903-022-02248-5.

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### Prof. Pradeepa Bandaranayaka Molecular Biology and Biotechnology University of Peradeniya, Sri Lanka.

Ceylon Cinnamon is a Blood Sugar Buster
Studies suggest that Ceylon Cinnamon can help regulate blood sugar levels. This is especially interesting for people with type 2 diabetes, as cinnamon may improve insulin sensitivity and help manage blood sugar spikes. Ceylon Cinnamon appears to be a friend to our hearts too. It may help lower LDL or "bad" cholesterol, while potentially increasing HDL or "good" cholesterol. Additionally, its anti-inflammatory properties can contribute to overall heart health.

Ceylon Cinnamon has Cancer-Fighting Potential The research is ongoing, but some studies suggest that Ceylon Cinnamon may have anti-tumour and anti-angiogenic properties. This means it could potentially hinder the growth and spread of cancer cells.

Ceylon Cinnamon is a Brain Booster Cinnamon may also play a role in cognitive function. Studies

suggest it might improve memory and even protect against neurodegenerative diseases like Alzheimer's and Parkinson's. Ceylon cinnamon is loaded with antioxidants, those powerful warriors that fight free radicals in our bodies. Free radicals can damage cells and contribute to various health problems. By neutralising them, cinnamon may help reduce the risk of chronic diseases.





## Ranjith Senaratne & Ranjith Pathirana, Editors of Cinnamon, Botany, Agronomy, Chemistry and Industrial Applications, 2020

"From time immemorial, Ceylon Cinnamon has been valued not only as a spice and an incense but also as an antiseptic. The history of Ceylon Cinnamon dates back to about 2800 BC and it is even mentioned in the Bible. Ancient Egyptians used Ceylon Cinnamon in mummification because of its antibacterial properties and fragrance, and the Romans used it in perfumes and fragrances and to flavour wines."

# Supporting Health and Wellness

For the children and families around our plantation, we focus on enhancing and bolstering their wellness and well-being with our nutrition program that provides healthy meals. Initiatives like this that aim to help the people around us are built into our ethos as a company - business is a matter of human service.

















































Scan for more information about Dilmah Finest Ceylon Cinnamon



Website



Video

# Want to know more or request for a sampler?

# This is how you can connect with us

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#### Socials

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www.finestceyloncinnamon.com