



TeaBits



Volume 14 Issue 1

Spring Issue 2007

In the Spring, I
have counted 136
different kinds of
weather inside of
24 hours.

~Mark Twain

The Hayleys Group Receives Global Recognition!

Written By: *Joseph Simrany*

On Monday, March 19, 2007, I was privileged to receive an invitation to attend a very special event at the United Nations in New York City. The occasion was a special news conference which the United Nations called to honor a Sri Lankan Tea company for their leadership and compliance with the precepts of the United Nations Global Compact.

The UN Global Compact was launched in 2000 and brings together business, UN agencies, labor, civil society and governments to advance ten Universal principles in the areas of Human Rights, labor, environment, and anti-corruption. Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world and to catalyze actions in support of broader UN goals. With over 3000 participating companies and hundreds of other stakeholders from more than 100 countries, it is the world's largest voluntary corporate citizenship initiative.

The principles are:

Human Rights

- Businesses should support and respect the protection of international human rights within their sphere of influence; and
- make sure they are not complicit in human rights abuses.

Labor

- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- the elimination of all forms of forced or compulsory labor;
- the effective elimination of child labor; and
- the elimination of discrimination in respect of employment and occupation.

Environment

- Businesses should support a precautionary approach to environmental challenges;
- undertake initiatives to promote greater environmental responsibility; and
- encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Businesses should work against corruption in all its forms, including extortion and bribery.

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The significance of this Press Briefing cannot be over emphasized. Of the 3000 companies that currently participate in the Global Compact only one; the Hayleys Group (a major Sri Lankan diversified public company), doing business under the Mabroc and Kelani tea brands has been singled out for such distinction. **In fact, the United Nations, in a significant departure from its traditional role, has allowed its name and Global Compact logo to be used on the Mabroc line of Kelani Valley Plantations Branded teas.** Other Estates run by the Mabroc group include Oliphant, Halgolla (Kelani Valley), Lovers Leap & Inverness (Mahagastotte Valley), Robgill & Ingestre (Fordyce Valley).

The Press Briefing was opened by Mr. Georg Kell, Executive Director, of the UN Global Compact Office. He then introduced Mr. Ravi Fernando, an expert on Sri Lanka who presented a short video clip on the country and the company. He then introduced the Chairman of the Haleys Group; Mr. N.G. Wickremeratne who spoke of the company's commitment to Ethical Business and then Mr. Bandula Jayasekera, the Chairman of Mabroc, the tea arm of the Hayley Group. Finally the Sri Lankan Ambassador to the USA; Mr. Bernard A. B. Goonetilleke said a few words of praise about the UN program and the Hayley Group's commitment to it.

Following the Press Briefing the group, including myself had a brief meeting on the importance of compliance with the Global Compact and the impact on the furtherance of the cause of peace within all countries and the Global Community. I took the opportunity to speak about the Tea Industries own efforts in this regard including the work in progress to adopt a Global Code of Conduct. The Executive Director; Mr. Georg Kell, was extremely interested and asked to be put in contact with The Code of Conduct organizers.

In addition to this latest honor, the Hayleys Group has also been identified as "Sri Lanka's Best Corporate Citizen for each of the last three years. A distinction bestowed by the government of Sri Lanka.

Please join me in extending our sincere congratulations to the Hayleys Group and to the Mabroc Tea Company for a job extremely well done. Anyone wishing more information about the company may visit their websites at www.hayleys.com - www.hayleys.com/plantations.htm .



Tea as a Sacred and Sensory Experience



Both hands are wrapped tightly around a plain, handleless cup. The warmth of the vessel you hold stirs a long-buried memory of comfort. A pleasing and slightly earthy aroma escapes from the cup and uses the nostrils as its gateway. A long deep inhalation relaxes the body and drives the scent further into the place of the brain that in turn, reacts by releasing the much needed endorphins of pleasure.

You gaze into the cup; beyond the crisp and clear amber coloured liquid; into the depths of the wisdom that waits patiently at the bottom of the cup.

You choose not to rush the profundity but to sip it slowly; savoring every precious mouthful. Each sampling of the elixir tantalizes and arouses dormant taste buds. A gentle astringency is felt on the sides of the tongue and cheeks. It feels almost dry but triggers an aliveness in the mouth. The peaceful ambiance around you provides the stillness required to hear the whispers of the ancient wisdoms as they make their way up from the depths of the cup. Or is it from the depths of your very own soul that the wisdom emerges?

You continue sipping slowly to find out for yourself. As you do, you feel the physical tension in your body dissolving, and your instinct naturally tells you to once again, breathe deeply. Another slow breath fills your lungs; your chest expands and heaves; your brain receives another dose of tranquility from the soothing aroma. A calm and peaceful state awakens you to something tender and gentle inside of yourself. Your heart appears to open and expand just as your lungs have done. This newly enlarged heart fills you with a sense of gratitude and reverence that now opens your inner eyes. A new vision allows you to see the never-ending abundance that surrounds you and lives within you.

The attention to, and appreciation of the physical senses awakens the inner senses. A sixth sense, if you will, arises to allow you to see with an inner vision, to hear with a deeper listening, to taste all of the world in every sip, to feel with a whole and healed heart, and to breathe in every scent of life.

Sitting down with a cup of tea, being totally present for the seven to ten minutes to takes to fully enjoy a steaming cup of this ancient beverage is what makes every sip sacred. The power that lies in a cup of tea comes from you, just as the fullness of your life is within your command.

Written By: Dharlene Fahl-Brittian
www.takeupthecup.com



FIRST ICED TEA FOR WOMEN

NOVATO, CALIF., (January 21, 2007) – Two San Francisco Bay Area brands -- The Republic of Tea and LUNA -- collaborate to create the first line of organic bottled Nutritional Iced Tea For Women.

Nutritional Iced Tea For Women is brewed from the finest organic tea, has just 50 calories per 12-ounce bottle, is made with 70 percent organic ingredients and is all natural (no preservatives). It includes many of the essential nutrients women need everyday for overall health and wellness including folate, calcium and vitamin D, together with the reported values of tea itself.

Nutritional Iced Teas for Women benefits include:

Vitamin B folate: Vitamin B folate (folic acid in fortified foods) helps women of childbearing age reduce the risks of birth defects. It may also lower heart disease and dementia risks.

Calcium: Calcium is an important component of a healthy diet, essential for strong bones and teeth. Calcium requirements must be met throughout a women's life.

Vitamin D: Vitamin D promotes absorption of calcium and may also have cancer-fighting qualities.

Further, on-going research suggests tea contains anti-oxidant properties can help protect against a range of cancers. Research also suggests tea can increase endurance during exercise by improving fat metabolism and may help the body's immune system response and boost mental alertness.

Nutritional Iced Teas for Women includes the finest organic black, green, white, red and decaf black teas, expertly blended with vitamins, minerals and a touch of organic evaporated cane juice and comes in five original ready-to-drink flavors: Ginger Currant Black Tea, Lemon Blueberry Decaf Black Tea, Kiwi Strawberry Green Tea, Mandarin Orange White Tea and naturally-caffeine-free Cherry Vanilla Red Tea.

The ideal complement to Nutritional Iced Tea For Women is a line of LUNA Tea Cakes, also made with The Republic of Tea's collection of premium teas and herbs. They are available in three delicious varieties: Vanilla Macadamia for mood balance, Orange Blossom for healthy skin and Berry Pomegranate for longevity. Together, a perfect treat anytime of day. This partnership marks an extension of both brands' line of products that benefit and nourish the specific needs of today's on-the-go women.

About Clif Bar & Co.

Clif Bar & Co. (www.clifbar.com) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF BAR energy bar and LUNA, The Whole Nutrition Bar For Women. Focused on great food and sustainability, Clif Bar & Co. works diligently to reduce its footprint on the planet from the field to the final product.

About The Republic of Tea

Founded in 1992 under a charter to start a "Tea Revolution," The Republic of Tea, leading purveyor of premium teas, is committed to offering only the highest quality teas and herbs, while conducting business in a socially responsible manner. The Republic of Tea's distinguished collection of teas, herbs, super-premium brewed iced teas and tea-inspired products are available at specialty retailers and restaurants throughout the United States. Signature offerings include: Fair Trade Certified teas, Imperial Republic Teas, white teas, Sip and Go Bottled Iced Teas, tea honey, tea jam, stir fry tea oil, USDA Organic teas, tea ware and a set of varietals glass-bottled iced teas crafted exclusively for fine restaurants. All full-leaf and bagged teas are Certified Gluten-Free by the Gluten-Free Certification Organization. The Republic of Tea is also a member of the Ethical Tea Partnership.

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International Tea Gathering

Volume 14 Issue 1

4



Golf Tournament

\$50,000

Hole In One Grand Prize!



THE SUN DIAL

RESTAURANT, BAR & VIEW

At the top of the Westin Hotel. 73rd Floor!!

3 Hour Networking Reception!



**Producing & Consuming
Country Meeting**

Highlights...

- ◆ **State of the Industry Updates** (US & Canada)
- ◆ **In-depth Focus** (China, India, Kenya, Sri Lanka, and more)
- ◆ **Status Reports** (Global Pesticides Initiative, Universal Code of Conduct)

Don't forget to register!!!

Registrations are being accepted through **May 21st, 2007.**

Visit the Tea Association website at **www.teausa.org** for complete details and downloadable registration forms.

***** Sponsor *** Sponsor *** Sponsor *** Sponsor*****

Sponsorship opportunities are still available!

Sponsorship establishes your Company as a true friend of the industry. All sponsors will receive gratitude from the Tea Association along with signage and prominent credit in the official program.

Please call Yseult Lorseille @ 212-986-9415 for a complete list of available sponsorships.

Held In Conjunction with the

worldteaexpo

June 9-11th

CNN Convention Center

www.worldteaexpo.com

High Tea Society on State of Tea Industry



High up on the volcanoes, down to the sea and among the established industry of Hawaii's specialty coffee grows a lesser locally acknowledged, but more globally consumed beverage crop that has started to make serious headway among the niche agricultural products of Hawaii.

Scattered around the island, on small farms and in backyard gardens the tea plant is flourishing and seated squarely at the reigns is the Hawaii Tea Society (HTS). As a fresh face among the already established coffee councils and Macadamia nut associates, HTS, a newly recognized non-profit, is an organization that formed to institute the establishment of Hawaii's tea industry.

The original tea movement started several years back with a US Department of Agriculture, University of Hawaii Manoa and University of Hawaii Hilo College of Tropical Agriculture initiated research project designed to test the practicality of tea grown on the Big Island. This was spawned from a interested in diversifying the region's agricultural economy since the decline in two of the state's once booming Ag products, sugar cane and pineapple; following the conclusive test findings from horticulturalist Francis Zee of the U.S.D.A. Pacific Basin Agriculture Research Center that *Camellia sinensis* tea plants thrive in the volcanic soil and tropical climate of the island.

Established as a liaison between the government, tea organization of CTAHR and the growers, the HTS membership spurred from a core group of tea enthusiasts.

"We (HTS) came out of what began as artists that were interested in the cultural aspects of tea and started growing and now we are starting the growing tea industry in the state of Hawaii," said HTS President Eva Lee.

The Society, who received their non-profit status two years ago, has established themselves as dedicated growers, processors, and tea devotees. HTS has been doing extensive research and projects among themselves and with scientists from the Hawaii universities, Japan and Taiwan as well as receiving support from CTAHR enabling the Society to provide workshops and speakers to the general public. With an state wide membership base of over 100 people and 12 or so tea growers on island the society has pledged to dedicate itself to the cultivation of Hawaii tea. Their mission statement notes their commitment to the development of tea culture and industry in the state of Hawaii, to the education, research and promotion of Hawaiian grown and manufactured tea and tea products, the promotion and appreciation of the cultural heritage of tea from different countries and the development and promotion of the arts associated with tea and Hawaii Tea culture.

"We're just coming out of our infancy stage right now," said Lee. "When tea was first brought over to Hawaii from Japan in the 1800s it couldn't compete with sugar cane and pineapple. We're having a repeat in history."

While history may be reshaping itself in the form of the tealeaf, the agricultural market for products from Hawaii has proven to have a tough shell. Especially considering that high demand for tea and the burdens that farmers in the Big Island already face. Mainly the oppressive transportation overhead, the relatively high costs of farming and the small-scale gardens and farms producing smaller harvests. How could this new industry of Hawaii tea compete at the world commodity level?

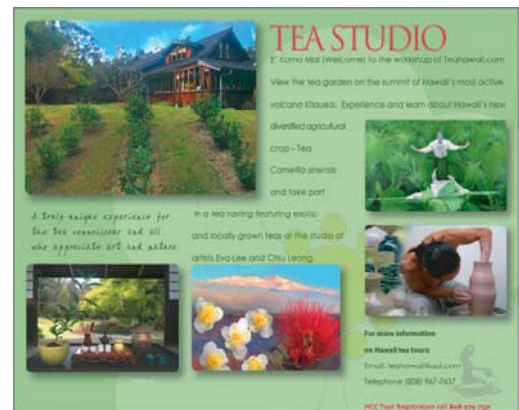
"Establishing ourselves as a small scale niche product," explained Lee. "For the higher end tea market. People are interested in acquiring tea that is rare and fine – Hawaii is that tea for them."

Hawaii tea, because of the unique and different environments, caters well to producing a diverse style and taste of tea. "Hawaii will have a great variation of teas," said Lee, who grows tea at her 4000-foot elevation farm in Volcano, Hawaii. "Typically for tea, the higher the altitude the better, but we have found successful growers in Kona, Waimea and Hamakua. From dry to wet, the different environments and altitudes will produce a different type of tea. Teas grown in open field will have a different taste and our researchers from Japan have found that teas grown in shaded forests with Ohia trees is going to be sweeter."

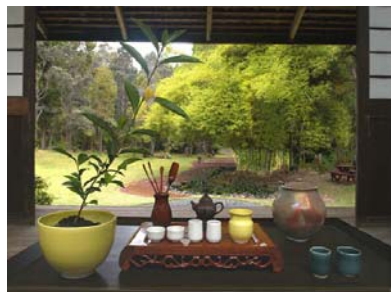
While one of the main objects of the HTS is promoting Hawaii grown tea to a gourmet market the introduction of the brand and fostering and maintaining its quality requires much sought after help from the government. Where Kona Coffee can protest, Hawaii Tea is seeking the same security from the government with the establishment and protection of its labeling laws.

"We're thinking differently – outside the box," said Lee. "We're going to the legislation with our mission – (saying) you're going to listen before we have our product."

Lee and the HTS have been talking with representatives in Honolulu in the effort to get Hawaii grown tea into legislation with the outcome that the state of Hawaii has clear identifiable labeling to gain



consumer confidence as well as an involvement in researching such labeling and marketing of Hawaii grown tea.



“We’re applying for funds to move this industry forward,” said Lee, noting the recent Hawaii county office of Research and Development and state Hawaii Farm Bureau Federation support allowing the members to attend the Specialty Tea Institute seminars. “So far the county of Hawaii has been very encouraging and supportive,” said Lee.

The second component of the HTS focus benefits another aspect of the state’s agricultural business by targeting its leading industry of tourism.

“Our Society is trying to facilitate different aspects (of tea) not just growing but also agro-tourism,” said Lee. “People are interested in exploring Hawaii and this is that niche for them.”

Feeding off the Hawaii ideal – the self-sustainable tropical farm – the agro-tourism industry has profited from visitors seeking out farm tours and buying direct from farmers.

“People come here and are surprised that we can grow everything here,” said Lee.

However, for the time being, growing tea and giving tours is the only thing happening for the tea farmers around the Big Island. There is enough tea for tour tastings, to give to families and friends and test marketing but actual selling in small-scale markets year round is still a ways away.

“We’re a new industry and still in the growing stages,” said Lee. “The process of tea cuttings, plant to processing takes a long time.”

Lee hopes that in two years the growers will be selling in boutique retail.

“Now we are at the state and federal level. If components come forward and people are forward thinking we can reach our two year mark,” said Lee. “Our big mission is to get growers to really show their stuff and get a reputation as a fine quality tea.”

Writer- Hadley Catalano

www.hawaiiiteasociety.com



*Why doesn't my
tea taste as good
at home?*

When cuppers talk about brewing tea, they always discuss controlling the variables. Most people rate the variables in order of leaf, quality, loose or bagged, temperature and infuser method. Water isn't even considered as a factor.

While water makes up approximately 99% of a cup of tea, what most people don't understand about water is that it is a complex combination of minerals and gases and acts as an ingredient that reacts with tea at a specific temperature to create an infusion with a particular flavor. If the mineral balance in water is altered as little as one part in a million, a taste difference occurs.

Water is Hydrogen and Oxygen mixed with a whole lot of “stuff” it picks up on the way to your tap. Some of the “stuff” – like dirt, sand and algae – is filtered out by the municipal water treatment plant; there, bacteria are killed with chlorine. And then there are the minerals. Minerals may be calcium, magnesium and sodium which are the most common but also minerals such as silica, copper, iron, lead and sulfates along with a score of others. These minerals are measured on a scale in parts per million. That is, for every million parts of Hydrogen and Oxygen you have bits or parts of minerals. Water ranges in mineral content from a low of around 8 parts per million in areas like Vancouver Canada to 1250 parts per million and above in areas of central Texas. Water is seldom the same in different locations. I have seen variances from different taps in the same house just depending on the plumbing.

Based on tea cupping taste profiles, I can state that the ranking should be: leaf, water, loose or bagged, temperature and infuser. I say this because if you take a great tea and infuse it with uncontrolled water quality you can do more damage to the flavor than you could with a bad tea or off temperature. Additionally, if you have controlled or formulated water you can make a superior cup of tea using a less expensive leaf. Formulated water allows only those TRUE flavor profiles to present themselves and actually inhibits off flavors.

At a trade show I customarily cup with 3 water qualities and the same tea, a participant tested all three and exclaimed “That’s what it is”, I asked what she meant and she told me she always got a particular astringency in her tea at her shop but did not when she cupped with her tea purveyor and could not figure it out and neither could her supplier. She then had one of those “duh” moments and said “it’s the water”.

There is an exact water quality for tea that when used will extract the ultimate in the tea leaf characteristics and there is a range of water parameters that can more easily be met. The range for water quality is 50 to 200 parts per million of minerals as measured by a TDS (total dissolved solids) meter. Tip: always use room temperature water when using a TDS meter. Hardness or calcium carbonate should be between 2 to 7 grains (34 to 119 ppm).

A pool supply store will have a tester for hardness. It won't be that accurate but will work. There should be absolutely no iron or silica in the water. Iron at any level will give tea a bitter taste. Silica will scale your brewer and it's next to impossible to remove. Alkalinity is critical and should be between 10 and 100 parts per million. A pool supply store will also have an alkalinity tester.

At home, you can do a simple test to prove this theory about water for tea. Infuse two cups of tea using the same infuser. Use tap water in one cup and bottled water in another. Now taste them side by side. The difference will be remarkable, just as the difference will be between bottled water and specifically formulated water.



The Tea used in this cupping was Te Kuan Yin. The color variation is not from the leaf but from the water, Low TDS water from a RO system, Cirqua is our formulated water, High TDS water is tap water.

Written By: David Beeman

Cirqua Water
www.cirqua.com



Top Row left to right: Anthony MacLaurin, Lori Bigelow, Domenick Ciaccia, John Smith & Richard Guzauskas. Bottom Row left to right: John Sillars, Peter Goggi, Doug Farrell, & Dana Johnson.

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Las Vegas, NV, February 5, 2007—The World Tea Expo--taking place in Atlanta, June 9, 10, and 11 at the Georgia World Congress Center --has experienced record-breaking registration numbers for attendees and exhibitors alike. Not only are pre-registration rates up 38% over last year, but the exhibit hall is nearly sold out. The Tea Industry's Premier Marketplace is bigger than ever at 30,000 net square feet of exhibit space, nearly 300 exhibitors, and over 5,000 buyers expected. "It is the defining event shaping the next 12 months of the industry" says Kim Jage, World Tea Expo VP of Sales & Marketing.

An Inspiring Start to the World Tea Expo

The conference will get off to an entertaining and thought-provoking start with keynote speaker Phil Lempert, best known as the Supermarket Guru® and food trends editor and correspondent for NBC's Today Show. He is a leading expert on the retail environment and new marketing trends, and has an uncanny ability to identify and explain trends to both consumers and industry professionals. Lempert will be conducting a major consumer panel survey, the results of which he will discuss in his presentation on opening night.

In his address, **2007 Tea Trends: The World, Your Customers and Your Business**, Lempert will empower the audience with in-depth insight and consumer panel results on just how, why, and when people consume tea. He will focus on major consumer buying trends and how members of the tea business can make the most of them. Attendees will learn more about the phenomena of the "aging baby boomer" and "America the Green," the way handheld devices and RFID technologies are altering the buying environment; changing health and wellness issues; why advertising to the masses is over, and how to evolve with the times.

A Gathering of Key Players

The World Tea Expo collaborates with major players in the worldwide tea industry to make this a definitive tea event. George Jage, World Tea Expo President & Co-Founder notes, "our strong relationship with these industry influencers and major publications continues to provide greater leverage to the commercial market the Expo creates."

Mintel (Platinum Sponsor) is one of the world's leading consumer intelligence and research companies. Lynn Dornblaser, Mintel's well-known research presenter, will co-present "Super Trends," a fast-moving data-packed workshop with Brian Keating, Founder of Sage Group Int'l LLC and publisher of The Specialty Tea is "Hot" Report™.

For over 25 years, American Botanical Council (Gold Sponsor) founder and President Mark Blumenthal has been committed to providing reliable, scientifically sound information about medicinal herbs to healthcare professionals and the public. The ABC has collaborated with the World Tea Expo to provide content for the free World Tea News e-newsletter. Blumenthal will be part of the Hot Topics Super Panel, where industry heavyweights and pioneers weigh in on the hottest topics in the tea industry today.

The Tea Association of the USA continues to support the growth of the Expo as the Marquis Sponsor. In lieu of its annual convention, the Tea Association will host an international networking gathering prior to the opening of the Expo. Additionally, Tea Association President Joe Simrany will participate in the World Tea Expo Educational Conference with a seminar on Demystifying the Health Benefits of Tea.

In the Tea Board of India's (Gold Sponsor) pavilion spanning 14 booths, attendees can become acquainted with the many products of the world's leading tea producer. A Focused Tasting workshop will allow participants to taste the vast range of flavor profiles from the well-known regions of Darjeeling, Assam, and Nilgiri. The Sri Lanka Tea Board (Gold Sponsor) will have a pavilion in the expo hall covering 10 booths and will lead a Focused Tasting to explore the varied flavor profiles of Ceylon teas from Kandy to Uva to Dimbula. The Tea Association of Canada proudly continues its participation and promotion with the World Tea Expo this year as well.

The World Tea Expo's additional Gold Sponsors include *Gourmet News*, *Beverage Spectrum Magazine*, *Hotel F & B Executive*, *Fresh Cup Magazine*, *Tea Experience Digest*, and *Tea A Magazine*.

Tea Ceremonies and Workshop by the Ura Senke Foundation

New this year at the World Tea Expo is a special workshop series from the Urasenke Foundation--preserving the Japanese cultural tradition of "The Way of Tea" (or *Chado*) for centuries. The Ura Senke Foundation will share "The Way of Tea," a special two-part workshop under the direction of tea master Matsumoto Sosei and sponsored by leading matcha tea wholesaler AIYA America Inc. (Gold Sponsor). The workshop will present the philosophy surrounding The Way of Tea, in-depth education on the tea ceremony, and how to identify true matcha. There will also be two performances of the Japanese Tea Ceremony conducted in the Special Events area on the exhibit hall floor open to all attendees.

Registration for the World Tea Expo is open now. Registrants will save 20% before March 30. To register, to sign up to receive the World Tea News, or to find more information on the World Tea Expo--including the floor plan, an interactive directory of exhibitors, and a full listing of events and seminars--visit the website, www.worldteaexpo.com.



مركز دبي للتجارة العالمية
DUBAI TEA TRADING
CENTRE

The Dubai Tea Trading Center: Where tradition meets modernity

The banks of Dubai's famed Creek are crowded day and night with *dhow*s, the region's traditional sailing vessel. Transporting a dazzling array of goods between Asia, Africa and the Middle East, these large wooden boats have served to establish Dubai's reputation as a hub for global commerce.

Today, while the emirate maintains its ties to tradition, the commercial capital of the United Arab Emirates has become synonymous with all things modern. Skyscrapers soar from the desert sands along Sheikh Zayed Road, the highway connecting Dubai to Abu Dhabi the capital of the UAE. This is also fast becoming the main business district in Dubai and is home to most of the emirate's skyscrapers including Burj Dubai (slated to be the tallest building in the world upon completion) and Emirates Towers the twin hotel and office suites, which have become a symbol of Dubai city. As a result of Dubai's successful diversification policy, the Internet and Media City free zones are home to multinational businesses, while the Dubai International Financial Center houses the biggest names in the global financial services industry.

However, no initiative better epitomizes the emirate's evolution from regional entrepot to high-tech global commercial hub than the Dubai Multi Commodities Center (DMCC), the first dedicated commodities center in the time zone between Europe and the Far East. A strategic government initiative and free-zone authority, rated "A" by Standard & Poor's, the DMCC has built upon the emirate's natural strengths to reinforce Dubai's position as a regional hub for the trading of commodities.

Through the development of industry-specific market infrastructure, the DMCC increases the value and volume of traded commodities in and through Dubai. The center is actively working to develop value-added services and promote new sources of finance in line with the needs of the growing market and its participants.

"The establishment of the DMCC came as a natural next step in the evolution of Dubai's storied history as a center for the commodities trade," says Ahmed bin Sulayem, Chief Operating Officer of the DMCC. "While the creation of the center was evolutionary, the progress we have achieved is revolutionary, especially when viewed through the lens of Western perceptions of the Middle East. The DMCC, like Dubai itself, has proved that the region can rise to the level of international best practices, and sometimes even exceed them."

In 2005, the DMCC established the Dubai Tea Trading Center (DTTC), a dedicated facility for international tea producers and merchants to stock, access or trade in varieties of multi-origin tea in Dubai and meet their export-import obligations internationally. As a concept, the DTTC is unique in the region and has put Dubai firmly on the map as one of the world's hubs for the global tea trade.

"The creation of the DTTC came as the fulfillment of the emirate's longstanding desire to participate at a significantly higher level in the tea trade," says Sanjay Sethi, who heads the DTTC. "Strategically located between the world's leading tea consumers and producers, the DTTC also counts the emirate's excellent infrastructure, including its ports and roads, as very strong points in its favor."

Dubai has long been the traditional supplier of tea to the Middle East and CIS countries. The emirate has, over the years, generated substantial trading volumes in the form of re-exports to these and other regions. Consider that, in 2006 alone, 105.5 million kilos of tea passed through Dubai's ports, a significant increase from 96.6 million kilos recorded the previous year. Such figures reflect the volume of tea physically cleared into Dubai, primarily for re-export.

The DTTC itself has also shown marked progress, with 4.3 million kilos of tea transacted through the center last year, compared to 2.4 million kilos in 2005. Teas received in the DTTC came from 13 tea-producing nations, including Kenya, India, Sri Lanka, Indonesia, Malawi, Rwanda, Tanzania, Zimbabwe, Ethiopia, Vietnam, Nepal, China and Iran.

The DTTC presently facilitates sales with buyers in the Gulf Cooperation Council states (including Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates), Iran, Iraq, Jordan and the CIS countries. "In 2007, our focus is to further grow and strengthen our interaction with buyers in existing markets," says Sethi, "while also increasing our coverage area to include Afghanistan, Pakistan and other select Middle East and European countries."

Continued on Page 10

Members of the DTTC enjoy a host of benefits, chief among them 60-day free tea storage facility at the center's warehouses, with nominal charges thereafter. DTTC members are also eligible for preferential clearing rates. Bulk blending facilities are provided to them at 0.025 US cents per kilo. The DTTC is currently planning a comprehensive tea center, and all these facilities should soon be available under one roof. In addition, the proposed center will also include a full-fledged packing unit (retail/ wholesale packs and tea bags), temperature controlled storage areas and office space for members.

DTTC members also benefit from the Dubai Commodities Receipt (DCR), a negotiable instrument acceptable to DCR member banks. DTTC members can hypothecate their stocks of tea, available at the center's warehouses, to banks that accept DCR and access liquidity at competitive costs to fund their businesses.

Members are also privileged to receive current industry related information from the DTTC, including guides to the type and quality of tea consumed in different countries, to contact list of buyers, to updates on packaging issues. The DTTC also recommends and offers the opportunity for its members to incorporate their companies at the DMCC free zone, which offers 100 percent business ownership and a 50-year tax holiday on personal and income taxes. As well, there are no foreign exchange controls at the DMCC.

Dubai's location at the crossroads of a rapidly growing consumer market, with proximity to major tea-producing countries, coupled with no trade barriers, no corporate taxes and a single-window approach to setting up new businesses places it at the forefront of the region and, indeed, the world.

At the same time, the DTTC is also a leader in its field. The center offers access to efficient and cost-effective port facilities, with major shipping lines calling regularly, advanced warehousing and blending facilities, and a tax-free environment.

"Today, the Dubai Tea Trading Center serves a global community of suppliers and producers. Our aim is to continue to expand the size of that community while remaining in close touch with all our members and stakeholders." concludes Sethi. "Keep in mind that the global tea business may now be thoroughly modern, but it remains very much a tactile trade – founded upon smell, sight and touch.

"At the DTTC, we understand that, even in this new age of instantaneous global trade, the old-world values of trust, respect and responsibility have never been more important. Indeed, those are the values that brought the tea trade to Dubai so very long ago, and they are the values that will lead the DTTC into the future."

For further information, please contact:

Sanjay Sethi

Dubai Tea Trading Centre

Tel: 971-4-883 8878 Email: sanjay.sethi@dmcc.com

UPCOMING TEA CERTIFICATION COURSES

STI CERTIFICATION PROGRAM @ WORLD TEA EXPO

June 12-13, 2007

Atlanta, GA

Georgia World Congress

Reception Monday June 11th

Tuesday, June 12th

Foundations of Tea: Level One

Wednesday, June 13th

Foundations of Tea: Level Two

Tues. & Wed., June 12-13th

Black Teas: Level Three

Register Today:

<http://www.teausa.org> or (212) 986-0250

NYC STI CERTIFICATION PROGRAM

July 7-10, 2007

New York, NY

Holiday Inn Midtown 57th Street

Saturday, July 7th

**Foundations of Tea: Level One
& Networking Reception**

Sunday, July 8th

Foundations of Tea: Level Two

Monday, July 9th

Oolong Teas: Level Three

Tuesday, July 10th

**Professional Cupping & Sensory Evaluation:
Level Three**

2007 World Tea Expo overflowing in Atlanta

“The Expo is a must for anyone serious about profiting from the fast-growing tea industry.”

Las Vegas, February 12, 2007— Named in 2006 as one of the *Fastest 50* growing trade shows in North America, the World Tea Expo--taking place June 9, 10, & 11, 2007 at the Georgia World Congress Center--has sold out its exhibit space four months in advance of the event. The Expo increased its net exhibit space by 30% from the year prior and has begun a waiting list of exhibiting companies eager to capitalize on this powerful trade event and this rapidly growing industry.

The experts at *Entrepreneur Magazine* knew what they were talking about when they named tea in their list of Hottest Trends and Best Business Ideas for 2006, calling teas “exotic, enticing and steeping in opportunity” and “one of the strongest beverage markets.” More and more entrepreneurs, retail buyers, and foodservice operators are recognizing the trend, are witnessing the growth, and know they can’t afford to miss out. As Kim Jage, VP Sales & Marketing for the World Tea Expo puts it, “the number of new products, new companies, and new players coming into the tea market is amazing. The fast growth and fast change of the industry makes the Expo a must for anyone serious about profiting from tea and tea-related products.”

The World Tea Expo is the tea industry’s premier marketplace and is the largest tea trade event in the world. The exhibiting companies—nearly 300 in total—represent virtually all aspects of the industry. The Expo is enjoying major participation from growers and exporters from India, Sri Lanka, China, Taiwan, Japan, Kenya, Korea, and Nepal as well as hundreds of tea wholesalers, tea ware manufacturers, and giftware and gourmet product distributors. It is the one annual event where everything to profit from tea can be found under one roof.

Last year’s World Tea Expo buyer attendance grew dramatically with a 60% increase over the 2005 event. This year’s Early Bird registration is up 38% and George Jage, President of the World Tea Expo notes, “we expect the Expo to continue to grow at a breakneck pace as tea continues to be embraced as a healthy and enjoyable part of the American diet and U.S. sales continue to soar.”

The World Tea Expo offers an extensive Educational Conference and a packed schedule of exciting special events. Speakers from Mintel, Progressive Grocer, and Beverage Spectrum Magazine spotlight over 50 seminars and workshops. Other highlights include Cooking with Tea Demonstrations by leading chefs in Atlanta; Japanese and Korean tea ceremonies; and a keynote presentation by The Supermarket Guru® and NBC’s Today Show Food Editor Phil Lempert.

Media in attendance will be avidly interested in the flourishing tea trends and the new and unique products on the market. Exhibitors at the 2006 World Tea Expo gained fantastic media exposure for their products, featured in *TIME Magazine*, *LIFE Magazine*, *Fox TV*, the *Chicago Sun Times*, *Gourmet Retailer*, *Gourmet News*, and many more outlets.

Register online and save 20% before March 30. To register, to sign up to receive the World Tea News, or to find more information on the World Tea Expo--including the floor plan, an interactive directory of exhibitors, and a full listing of events and seminars--visit the website, www.worldteaexpo.com.



Media Contact: Jennifer Anderson or Stephanie Teuwen,
Teuwen One Image: 212-244-0622
jennifer@teuwen.com, stephanie@teuwen.com

Southern Hospitality-TEA to kick off the World Tea Expo in Atlanta!

The Southern Association of Tea Businesses, Inc. is hosting an evening of Southern Hospitality-TEA on Friday, June, 8, 2007 featuring author and tea expert, Jane Pettigrew. The Carter Presidential Center in Atlanta, GA is the location for this event. Guests will have ample time to meet, greet and network with tea professionals while enjoying a buffet of southern-inspired delicacies. Fried Green Tomatoes, Pulled Bar-b-que Chicken, Shrimp and Grits and a fabulous array of desserts featuring Peach Cobbler and Pecan Pie Tarts will be accompanied by an iced tea bar. Space is limited and pre-paid reservations are a must. A portion of the cost to attend will benefit the Sara Blakely Foundation, helping women globally through education and entrepreneurial training. The Southern Association of Tea Businesses, Inc. is the premier regional tea association and wishes to extend a warm southern welcome to everyone attending the World Tea Expo. For more information and to make reservations visit our website www.teabiz.org.

Tea goes Kosher

By: Shelly Owens and Susan Y. McKeen

Rabbi Aharon J. Brun-Kestler, Rabbinic Coordinator at Orthodox Union in New York, says the \$200 billion market for certified Kosher food is growing by 15 percent each year. The demand for Kosher certified tea is also burgeoning.

The tea leaf in its natural state is Kosher by nature. Problems arise when it is processed. To earn Kosher certification, the processing equipment and plant, tea, blending ingredients, additives and other materials must be inspected by rabbinic certifiers.

“People perceive Kosher certification as meaning [it’s produced] to a higher standard,” Brun-Kestler said. Informed consumers are in the habit of checking product labeling for third-party certification of organic foods, and a growing number are also checking for Kosher certification.

Demand is coming through the supply chain as well as consumers, he said. Retail chains know customers are looking for Kosher certification and they demand it from their suppliers.

Kosher certification is sought out by Muslims, vegetarians, lactose-intolerant and other consumers. In fact, consumers who are not Orthodox Jews drive 80 percent of the demand. They want to food processed using equipment that has not been used to process meat. And they want foods free of additives derived from dairy or meat production. Three hundred fifty eight tea brands are currently certified. More are applying each year, states Brun-Kestler.

Now in its second century of service to the Jewish community of North America, Orthodox Union’s Kosher supervision label is the world’s most recognized kosher symbol and can be found on over 400,000 products manufactured in 80 countries around the globe.

Flip over a box of a store brand tea and you’ll often see the familiar symbol of Orthodox Union certification, a U circled by an O. In the United States over 50 symbols are used to designate Kosher products. Symbols generally include a capital K in some format in their logo. For more information about kosher certification, visit www.oukasher.org. A listing of Kosher symbols can be found at: <http://www.mazornet.com/jewishcl/Kosher/kosherorgs.htm>

Contact the writers:

Shelley Owens: restaurants@shelleyowens.com

Susan Yachiye McKeen: editor@teaexperience.com



The Story of Tea: A Cultural History and Drinking Guide

A Northampton, Mass specialty tea, coffee and other fine foods retailer, and the soon to be launched in-depth, tea-only web-site, www.TeaTrekker.com, announce the upcoming publication of their comprehensive book on worldwide tea and tea production. This fully illustrated book features full-color photographs taken on location in tea producing countries and studio photographs of the author's personal collection of teawares. The publisher is Ten Speed Press in Berkeley, California and the publication date is October 2007. A limited number of advance copies will be available for sale by the authors at The World Tea Expo in Atlanta in June.

The Story of Tea: A Cultural History and Drinking Guide is a passionate and carefully researched in-depth resource for tea lovers that draws on the authors 30+ years in the specialty tea business and tea sourcing trips. This book is a fully-illustrated exploration of worldwide tea cultivation and manufacture, complete with a global history, a connoisseur’s guide and an encyclopedia of tea varietals and time- honored tea rituals of distinctive tea cultures.

The Story of Tea: A Cultural History and Drinking Guide also covers the latest research on the healthful benefits of drinking tea, as well as vital information on tea industry ethics, organic production and fair trade issues.

Mary Lou and Robert J. Heiss, co-founders

Cooks Shop Here
65 King Street
Northampton, Ma 01060
www.CooksShopHere.com
413-584-5116



Explosion of Specialty Coffee Shops Creates New Marketing Opportunities for the Tea Industry

As I travel around the world consulting with coffee retailers, several trends keep coming up: more teas and more exotic choices are on the menu, specialty sources are becoming the norm instead of the exception, and most importantly, the pseudo-adversarial position is now the start of a beautiful friendship of cooperation between the tea and coffee vendors.

Tea has infused the consciousness of the savvy coffee retailer who understands that catering to tea drinking companions of coffee drinkers can literally double the profits. For both markets, riffs on classics and hot and cold tea “drinks” make everyone happy. Ten years ago, a green tea frappe was unheard of, now it’s a staple for many shops with many delicious interpretations.

Each year, the American palate grows more sophisticated as more people explore countries and cultures through conventional travel and electronic journeys through their televisions. Once they taste learn of different beverages, they seek them close to home. The choices for teas follow in the happy steps of European style, espresso-based beverages that have become ubiquitous on the coffee house menu. A regular cup ‘o Joe may not be extinct but it embraces the sophisticated specialty coffee niche of the “single-estate” or--at least--country of origin when customers order 100% Kona or Kenyan AA by name instead of black, one sugar...

By duplicating this niche marketing with tea, coffee retailers can go beyond English Breakfast or Earl Grey to serve organic Darjeeling from the Makaibari Estate that’s like apricot nectar or an exclusively organic lushly aromatic Kanro Gyokouro Japanese green that can make tea lovers weep with joy. Even less-adventurous tea drinkers like an iced tea flavored with passion fruit or an Earl Grey with true bergamot essence rather than the harshness of synthetic flavoring.

Retailers can savor strong selling points with tea as they have with coffee. Often, tea provides even greater profits: 30-40 cups per pound of coffee and 180-200 cups per pound of tea means “black” on the bottom line and then some.

Specialty coffee and tea sellers also cash in on the current love affair with organic and Fair Trade® choices, whether they’re single estates or beans and leaves from cooperatives. Spectacular value is added beyond the flavor in the cup and the concepts are easy to sell: hand farming, fair trade labor and pricing practices, and the exclusivity of limited supply.

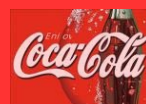
The elegant tea salon is diminishing as tea retailers pursue the casual consciousness of twenty-somethings who like the wireless, hip environment to enjoy who the taste, the meditative qualities and the variety of tea.

Reaching out toward the coffee retailer as a burgeoning market for tea is a fantastic opportunity for the tea vendor and an equal opportunity for the coffee sellers to rethink the menu and enhance it with profitable showplace teas, hot and cold mixed tea drinks, and the specialty niche of organic or single-estate teas. Cross marketing possibilities between coffee and tea shops are endless and it wouldn’t surprise me if mergers of the two make a multi-beverage shop the retailing center of the future.



By: Andrew
Hetzel, *President*
Cafemakers

www.cafemakers.com



L'ORÉAL

Coca-Cola is developing a drink in conjunction with L'Oréal, the cosmetics giant that could sit on boutique department store shelves alongside beauty products rather than in fridges and drinks machines.

The makers of Lumaé, a tea-based drink, say it contains ingredients that will help women care for their skin. It will be marketed and distributed as a beauty brand rather than a soft drink.

While scientists from the two companies have joined forces to create the concoction, Coca-Cola's marketing team has been dreaming up plans for a dramatic departure from its traditional distribution models. View full article at: <http://www.telegraph.co.uk>

By: Mark Choueke
(Excerpted from Sunday Telegraph article)



STI NEWS!



Dear Members of the Specialty Tea Institute,

I would like to take this opportunity to introduce myself as the new Program Coordinator for STI. As program coordinator, I am responsible for coordinating the membership and programs of STI. Over the years, I have accumulated an extensive knowledge of tea and am thankful to be extended this opportunity to serve the members of STI.

As you know, STI is a multifaceted organization of dedicated businesses and individuals that specialize in the specialty tea industry. Whether you are interested in importing gourmet teas, selling tea equipment or operating a tea room, STI offers many services to satisfy your needs and help expand your business or interest. These programs and services include:

- Business Start-up & Expansion Assistance
- Industry Statistics, Information & Trends
- Networking Opportunities with Entrepreneurs and Consultants
- Educational Assistance & Certification Services
- Marketing Information
- Tea Industry Reference books

In the future, the Specialty Tea Institute will extend these services to include:

- Website Development and Expansion
- Tea Room Spotlight Series
- Advanced Certification Classes
- Online Interactive Networking Sessions
- Connecting Tea Consumers to STI Members

In order to serve you better, we are interested in understanding your needs. In the coming weeks, STI will send out short multiple choice questionnaires. Your answers will be very valuable in the development of new and interesting programs and services offered by the Specialty Tea Institute. In the meantime, please feel free to contact me at (212) 986-0250 or jjackson@teausa.org if you have any questions or concerns related to STI and our programs.

Warm Regards,

Ms. Jennifer Jackson

Specialty Tea Institute Program Coordinator

STI Offers Two New Level 3 Professional Classes @ 2007 San Francisco Tea Certification!

In conjunction with the January 2007 Winter Fancy Food Show, the Specialty Tea Institute held a Tea Certification program at the Carnelian Room in San Francisco, CA. For four days, over 75 tea professionals and enthusiasts gathered to become certified in Level 1, 2 and 3 tea education classes.

Levels 1 and 2: The Foundations of Tea were presented in their new formats where students created or strengthened their core knowledge of the world of specialty tea. But the highlight of the classes was the introduced two new Level 3 classes.

The Level 3, Oolong Teas class was presented by two distinguished experts in the field, Thomas Shu and Stephen Chao. Thomas Shu of ABC Teas introduced and described a wide variety of oolong teas as the students tasted and took notes. The afternoon was devoted to Chinese oolongs, presented by Stephen Chao of Eastrise Trading Corp. Mr. Chao presented a wide range of teas from commercial to premium grades, as well as in-depth information about tea production.

The final class, Professional Cupping and Sensory Awareness was delivered by two outstanding tea professionals, Mike Spillane of GS Haly and Richard Guzauskas of Q Trade International. The purpose of the class was to learn to evaluate and analyze teas for suitability and quality. Students were taught to recognize defects in the teas such as under-withered, over-fired, case-hardened, over-rolled, and recognizing when oil had been applied to a scented tea.

It is a very excited time for STI's Tea Certification Programs as well as the entire tea industry. If you have not had the opportunity to experience one of our courses, we urge you to join us in our efforts to advance and standardize the education of tea in the United States Industry and the consumer market!

•Networking Reception•

International Tea Importers - *Pico Rivera, CA*

•2007 Brewing Equipment Sponsor•

Wilbur Curtis Co., Inc. - *Montebello, CA*

•2007 Water Supplier Sponsor•

Cirqua Customized Water - *Camarillo, CA*

•Attendee Badge Sponsor•

Bunn-O-Matic Corp. - *Springfield, IL*

•Tea Breaks•

ItoEn - *Sonoma, CA*

•Gift Bags•

East Indies Tea Company- *Lebanon, PA*

GlobeTrends Inc.- *Chatham, NJ*

KEIKO/Top Taste Imports- *Mt. Vernon, IL*

Muzi Tea/ AIYA- *Torrance, CA*

SerendipiTea- *Manhasset, NY*

•Binder Sponsors•

China Mist Tea Company - *Scottsdale, AZ*

Fresh Cup Magazine - *Portland, OR*

Harney & Sons Fine Teas - *Millerton, NY*

International Tea Importers - *Pico Rivera, CA*

KEIKO/Top Taste Imports- *Mt. Vernon, IL*

Kentea Limited- *New Rochelle, NY*

Metropolitan Tea Company - *Cheektowaga, NY*

World Tea Expo - *Las Vegas, NV*

Zhong Gua Cha - *Killingworth, CT*



Member Press Releases

Vitex Packaging Group Excels In Export Trade

SUFFOLK – Vitex Packaging Group graduates from VEDP's Virginia Leaders in Export Trade (VALET) program. The VALET program assists exporters that have firmly established domestic operations and are committed to international exporting as an expansion strategy. Vitex Packaging Group was chosen to participate in the program based on their dedication to growth through export.

Vitex has increased its international sales by 38% over the past two years. The VALET program accelerates the development of international business by connecting Vitex with the practical tools needed for successful export sales.

Vitex Packaging Group is a leading, full-service supplier of flexible packaging products with a focus on printed roll stock and pouches for the Tea, Food and Beverage, Health and Beauty and Medical Industries. Headquartered in Suffolk, Virginia, with a production facility in Itasca, Illinois, the 150-year old company is committed to partnering with clients all over the world to provide state-of-the-art, **innovative** packaging where **speed to market is key**.

Vitex has the unique technology to print, coat, die-cut and slit packaging materials all in one inline process that sets the industry standard for production speed and on-time delivery. *For more information please visit www.vitexpackaging.com*



Vitex Packaging Group



From left, Paul Grossman, Director of International Trade & Investment, VEDP; Anthony MacLaurin, President & CEO, Vitex Packaging Group; Michael Moore, Vice President of Sales & Marketing, Vitex Packaging Group; Vivek Kundra, Assistant Secretary of Trade and Commerce for Virginia.

A Healthy Cup of National Hot Tea Month *China Mist Brands Celebrates National Hot Tea Month*

SCOTTSDALE, AZ – January 19, 2007– As National Hot Tea Month heats up, millions more Americans are bringing their teakettle out of the cupboard. While the health benefits of tea become more popular and well known throughout America, so does the drink.

“Research suggests that drinking tea regularly may inhibit the growth of cancer cells, support cardiovascular health and prevent chronic disease,” said China Mist Brands Teasmith Scott S. Svihula. “On top of all that, it is a versatile and delicious drink.”

It is not uncommon to see a Tea Sommelier stand shoulder to shoulder with a Wine Sommelier in many upscale restaurants. “Teas have as much depth as wine,” said Tea Sommelier of Cornwall Bridge, Connecticut Sebastian Beckwith, “and they also have specific flavor profiles and histories.”

Not only is tea becoming a fast-growing healthful drink, many chefs are using tea in marinating and cooking meals in restaurants all over the United States. A China Mist Iced Tea customer, P.F. Chang's China Bistro, uses oolong tea to marinate its signature sea bass dish.

China Mist Brands' hot tea line, Leaves Pure Teas® has expanded its sachet line to include Orange Jasmine White and Fragrant Oolong Hot Tea Sachets. These aromatic whole-leaf teas are encased in a silken sachet bag. Each tea sachet brews up to 20-ounces of savory hot tea. The Leaves Pure Teas® Orange Jasmine White Tea Sachet also makes an amazing marinade for duck and chicken dishes.

China Mist Brands proudly celebrates National Hot Tea Month this January and every month of the year.

-More-

China Mist Brands was co-created by John Martinson and Dan Schweiker in 1982 with delicious iced teas blended for the foodservice industry. Years later, the hot tea brand, Leaves Pure Teas®, was acquired featuring tea bags, sachets and loose tea.

In 2005, Martinson and Schweiker passed the teaspoon to Rommie Flammer, who leads China Mist Brands as President. Additionally in 2005, China Mist became the exclusive importer of Mokarabia Real Italian Coffee. China Mist Brands products are distributed internationally and available for retail sale through chinamist.com.

For more information or photographs, contact Kiley Biggins at 480.998.8807 or Kiley@chinamist.com or visit www.chinamist.com.



Member Press Releases



Local Entrepreneur Brings Handcrafted Teas from China to Grocery Store Produce Sections



Kansas City, MO – Paula Winchester, owner of Herb Gathering since 1979, which supplies fresh herbs to local grocery stores, announced today that she has started a second business, Twelve Winds Tea Company™, which will bring handcrafted loose-leaf Chinese teas and herbal infusions to grocery customers in a unique location—the produce section. Now in the 13 Hen House markets, Twelve Winds' product line contains white, black, green and oolong teas, and aged pu-erh (pronounced pooh-air) tea from the Yunnan Province, as well as two herbal infusions and a variety of tea accessories.

Pu-erh tea is just now becoming known and prized by tea connoisseurs. Because the enzymatic process continues as the tea ages, its flavor (and value) increases with time. Herbal infusions are a blending of a variety of botanicals. Sleep Well combines chamomile and lavender to soothe and calm, while Mint Slimmer combines peppermint with lavender for a relaxing, fragrant beverage that is also useful as a diuretic. All the teas and infusions are produced using organic compliant methods.

Winchester began Herb Gathering in 1979 when she started supplying many local and St. Louis restaurants with fresh herbs. By the early 1980's, she gradually moved into local grocery stores, with what would become her signature bags of herbs, so the public could enjoy them. Today, she supplies as many as 35 different varieties of herbs to 40+ grocery stores in the Kansas City area.

Winchester's fascination with the many types of teas, the different regions of origin and the complexities and tradition of the Japanese tea ceremony led her first to study the tea ceremony with a tea master of the Urasenke School in Japan. Paula was one of three to perform the ceremony and serve tea to local and foreign dignitaries at the recent dedication of the Japanese teahouse located in Loose Park. She is currently pursuing certification as a tea professional by the Specialty Tea Institute, located in New York City.

Her passion for the global tea market prompted her to start Twelve Winds Tea Company. She engaged the services of a personal tea buyer who has been studying and tasting Chinese tea for over 30 years and he travels to China regularly to visit the tea gardens and processing plants to select the teas for her company, all of which are harvested by hand.

At a time when more and more health benefits of different types of tea are being discovered, Twelve Winds Tea Company seeks to bring a broad spectrum of tea offerings to consumers, as well as educate them about the benefits of drinking tea and how to prepare a perfect cup of tea.

For more information or to schedule an interview, contact Paula Winchester of Twelve Winds Tea Company and Herb Gathering at 816-523-2653 or by email at herbgathering@earthlink.net

The Tea House Times is running a Tea Tour featuring Charleston Tea Plantation: July 29-August 3, 2007. The tour will feature a special visit to the Charleston Tea Plantation and factory, Charleston and Summerville, South Carolina attractions and gardens, Afternoon Tea at a special historic site in Charleston, a formal dinner with etiquette program at the Woodlands Resort in Summerville, and much more.

Member Press Releases

AUTHOR, TEA MASTER ELIZABETH KNIGHT TO HOST ATLANTA EVENT FOR ENTHUSIASTS



Internationally acclaimed tea expert and author Elizabeth Knight will conduct her exclusive “Tea with Friends” program at historic Swan Coach House in the Buckhead section of Atlanta June 9th, the week of the World Tea Expo.

Recently returned from India, China, Taiwan and Tibet, Ms. Knight will discuss tea brewing and dining traditions from around the world, focusing on “Tea the Drink” and “Tea the Meal.” Attendees will enjoy a three-course tea at 10:30 a.m. and 1 p.m. The \$55 admission includes Knight’s talk and book signing, specialty teas from Spirit of the Lotus Tea Company, door prizes, and entry to Swan Coach House garden and grounds.

P.S: for a sneak peek at Tibetan Tea Traditions, click on the Gallery link from my website’s navigation.

Elizabeth, author of “Tea with Friends” and “Tea in the City: New York,” is a certified English Tea Master, was the tea sommelier for the historic St. Regis Hotel in Manhattan, and conducts tea tours in New York City. She has appeared on the Home Shopping Network representing Royal Doulton china; taken tea with Samantha Brown on the Discovery Channel, and will soon be featured on Real Simple TV.



eknight@teawithfriends.com

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Tea Puzzle



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1. Process of steeping or soaking a substance
2. Tea may be a valuable addition to a healthy, well-balanced _____.
3. Emperor said to have discovered tea
4. Country where tea was said to have accidentally been discovered.
5. During this process, tea undergoes natural chemical reactions that result in distinctive color and taste characteristics.
6. Similar to this beverage, each type of tea takes its name from the districts it is grown in.
7. These teas do not come from *Camellia sinensis*.
8. "Leading the way in fine tea imports"

Calendar of Events

The 2nd Annual Coffee & Tea Festival: April 28-29, 2007

STI Certification Seminar Long Beach: May 3-4, 2007

(Register Today!) Tea Association International Gathering Atlanta: June 7-8, 2007

World Tea Expo Atlanta: June 9-11, 2007

STI Certification Seminar Atlanta: June 12-13, 2007

STI Certification Seminar New York: July 7-10, 2007

4th Annual Scientific Symposium Washington D.C: September 18, 2007

Tea Puzzle Answers:

- 1- Infusion
- 2- Diet
- 3- Shen Nung
- 4- China
- 5- Oxidation
- 6- Wine
- 7- Herbal
- 8- Kentea

Editor's Corner:

Thank you for taking the time to read this issue of TeaBits. As always, we appreciate your feedback and invite you to write us. Please contact us with any information including tips you'd like to share, on going dilemmas or general suggestions you would like to contribute to future issues of our newsletter.

All comments are openly welcomed.

Sincerely,
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