



Quarterly Newsletter

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***Sri Lanka Specialty Estate Tea of the Year Contest  
& Auction to Benefit Tsunami Victims***

Six years ago at the Tea Association of the USA's Annual Convention held in Palm Springs California, Sri Lanka participated in the first Estate Tea of the Year Contest. The contest itself was the brainchild of a few creative Specialty Tea Institute Members including Gerry Vandergrift of Metropolitan Tea and Victor Ferretti of Kentea. The vision was to create an innovative program to showcase the specialty teas within Sri Lanka and to encourage consumers to buy tea by the Estate.

If this at all seems familiar, it is because the wine industry has undergone a similar evolution over the past 4 to 5 decades. Consumption has moved from buying wine by the gallon jug

for only a few dollars to consuming wine in bottles by the region and vineyard in which they are grown at premium prices. Of course the similarities are not exact but the principles are the same and like fine wine, there are literally thousands of specialty teas just waiting to be discovered.

As an unexpected side benefit, the initial contest stimulated competition amongst individual estates throughout Sri Lanka. It encouraged more estates to improve the quality and quantity of the Specialty Teas that they produced, and raised awareness amongst tea buyers and consumers within the United States.

Based on the success of the original event, The Specialty Tea Institute will hold a Sri

Lanka Specialty Estate Tea of the Year Contest on Sunday, June 1, 2008 at the World Tea Expo in Las Vegas, Nevada. Following the judging and announcement of the winners, the assembled guests will have an opportunity to bid on the winning teas. The proceeds will go into a fund for the continuing relief efforts of the victims of the Tsunami; many of whom are still trying to piece together the fragments of their lives so devastated by this cruel act of nature.

While the judging is in progress, a spokesperson from Sri Lanka will provide an on-going commentary relative to the unique characteristics of the regions as well as the judging process itself.

All are invited to this unique educational and industry shaping event on a space available basis. All members of the trade are encouraged to participate in the auction to obtain some of the finest teas in the world while extending a helping hand to people who are still suffering from this modern day tragedy. Details of the program follow:

**PLACE:** Mandalay Bay Hotel, Palm B on Level 3 of the South Convention Center in conjunction with the World Tea Expo in Las Vegas, Nevada.

**TIMING:** Sunday, June 1, 2008 starting at 9:30 AM based on the following schedule:

**9:30-11:00 AM**  
Formal judging of the finalist entries from each of (7) different growing regions (Nuwara Eliya, Uda Pussellawa, Uva, Dimbula, Kandy, Rhuna, & Sabaragamuwa) with ongoing commentary.

**11:00-12:00 PM**  
Tea Break/Recess to allow judges to make their final decision. Attendees may stay and taste the various teas or return to the exhibit hall.

**12:00-12:30 PM**  
Announcement of the winning teas in each region as well as the overall winner.

**12:30 PM**  
Start of auction. Auctioneer will announce the size of the lots being auctioned which will be shipped directly from Sri Lanka to the winning bidders.

Press Releases will be sent out in advance of the contest and following the selection of the winning Estates. Winning bidders will have the option of being included in these releases.

The Specialty Tea Institute is proud to organize this event and extends special thanks to the Sri Lanka Tea Board and the World Tea Expo for all of their efforts and cooperation which make this vision a reality.

For more details, please visit  
[www.teausa.org](http://www.teausa.org) and  
[www.pureceylontea.com](http://www.pureceylontea.com)

## Seattle Tea Culture

By ELIN HEADRICK

In the culinary city of coffee and microbrews, you can also find a delicious pot of tea. With all the big coffee establishments, the original Starbucks, small roasters and places with names like “Sip and Ship” the coffee culture is strong. Happily, the depth of variety in Seattle’s fresh food, gifts of the sea, craft beer and coffee also extend to tea.

You need more than a few days to truly experience Seattle. Each neighborhood begs for an afternoon to itself, especially with the quality of teahouses in this city.

Ballard is one of Seattle’s oldest neighborhoods; founded by Scandinavian immigrants in 1853. The locale retains a connection to its Nordic roots, in addition to its maritime history with the Hiram M. Chittenden (Ballard) Locks. It is a hub for unique and eclectic artists, boutiques and bistros. Of Swedish heritage, I have been drawn here since the early 1980s when my parents and grandparents brought me to visit. This time I went with family for tea.



Dubbed “Seattle’s first authentic Chinese Teahouse” Floating Leaves in Ballard is a joy. The focus here is entirely tea and specifically quality Chinese and Taiwanese varieties. The ambiance is soothing, decorated in dark wood and Chinese antiques to recall teahouses in the owner’s native Taiwan. Classic and local Asian music fills the space. Shelves of tea accoutrement beckon one to further involve themselves in the art of tea. My aunt, cousin and I enjoyed two oolongs gongfu style. This methodical process draws your attention to the tea as you pour and drink several steepings from tiny cups. Gongfu aroma cups are designed to guide the smell upwards to transfer the fragrance and more fully appreciate the tea. Our first, the Bao Zhong Honorable Mention, faint green in color, is fresh and subtle with a floral aroma. The second, Oriental Beauty, is more oxidized and roasty with overtones of honey. The merchant brought us a third oolong to sample, one of his favorites, Bai Hao. A cup with a deep red color, smooth and mild flavor mixed with white buds that give the tea its name. We spent a lovely afternoon here. This teahouse embodies the cross-cultural enjoyment of tea here in the US.

Also in the historic core of Ballard, we stepped into Miro Tea, a contemporary tea bar with a modern Chinese sensibility. They cater to the urban tea drinker giving them quite a full experience. The ambiance is important here, and with free Wi-Fi it is a great place to connect with friends. An earthy color scheme with unique textures and surfaces, high ceilings and chic furniture create an updated version of a teahouse. Their 200+ loose-leaf teas are offered in bulk and the extensive collection includes many organic and fair-trade teas. They concoct many inventive tea infusions and serve both sweet and savory crepes. What a great addition to Ballard.

On the other side of town, Capitol Hill’s 15<sup>th</sup> Avenue has a stretch of great shops. My first thought when I stepped into Remedy Teas was “I could move in here!” With 150 teas, goodies, free wireless and a fresh atmosphere it is the perfect place to spend time. The concept is contemporary. White-lidded tea jars marked with large numbers 1-150 line the back wall. Glass, steel, white tiles and lime green accents craft a hip café feel. Pendant lighting and fresh flowers soften the space. The all-organic selection is grouped into wellness, white tea, green tea, oolong tea, black tea, pu-erh tea, rooibos, yerba mate, botanicals (blends), and pure botanicals. Many are their own creations. Teas are brought to your table on white trays with timers and tea light warmers to help ensure a tasty cup. Full tea service is available featuring unique tea sandwiches with names like Cuke Classic, Ravish and Apple Pie. The delicious food from various vendors around the city includes organic ingredients and vegan options. To calm the sweet tooth there is a full range of cookies, truffles and desserts. For tea with a twist try a Mimosas made of Earl Grey white tea, champagne and orange juice. Organic beer and wine round out the menu. I look forward to working my way through all 150 teas.

Just up from the waterfront and its must-see Pike Place Market is the Perennial Tea Room. This spot is more of a shop than a place to sit and savor a pot, although they do have a few teas available to drink on the premises. Within their array of over 100 loose-leaf teas they have several house blends and teas from other vendors including Silk Roads, Harney and Sons and Barnes and Watson. The selection of books, teapots, tea accessories, gadgets and British-style afternoon tea paraphernalia is extensive.

I am already planning my next trip to Seattle... I’d return to all of these places, plus there are many more teahouses to experience in this great Northwest city.

Floating Leaves: [www.floatingleaves.com](http://www.floatingleaves.com)

Remedy Teas: [www.remedyteas.com](http://www.remedyteas.com)

Miro Tea: [www.mirotea.com](http://www.mirotea.com)

Perennial Tea Room: [www.perennialtearoom.com](http://www.perennialtearoom.com)

For additional recommendations and teahouse reviews throughout the country, please visit Elin Headrick’s website [www.teafolio.com](http://www.teafolio.com)

## Appearing on TV

By GILLIAN NIBLETT

Increasingly we see local T.V. channels locating their programs on the premises of small businesses in the surrounding area. This is particularly so for the breakfast editions.

We in the tea business should be ready to take advantage of this excellent advertising opportunity but it does not come without effort and we need to be prepared for what it involves. We are all used to dealing with the general public and should not therefore be fazed by appearing on camera. We are, of necessity, already good actors.

In our own case our first involvement with the local T.V. Channel was prompted by an article on the increasing use and benefits of tea, and our teashop has been used four times for such programming. In each case the requests to do this came out of the blue from the program producer usually at less than a week's notice.

I am fortunate to run, with my daughter, both a tea room and a tea shop so we have a variety of subjects to offer as discussion points. This is important because the content of the broadcasts will be up to you to determine.

Usually the T.V. station will require you to provide up to six, three minute slots of content and allow the opportunity for the announcers to give out traffic and weather news with the activity in your store as a background.

The producer will ask you in advance to provide a description of the content you intend to cover in each of these slots which he will then review and revise if appropriate. It is important to have a tea related theme covering all the time slots on that day. At the end of this article I have

listed a number of themes and discussion items that might be used.

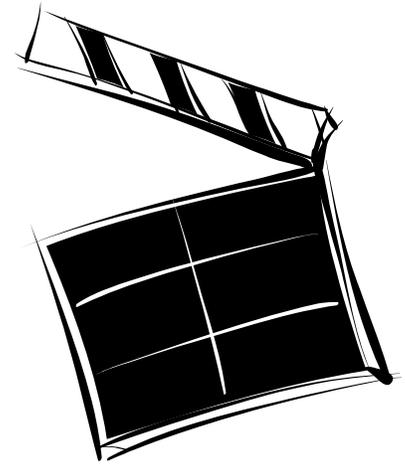
It is important to realize that it is up to you to determine the content, the props you will need, where you intend the filming to take place and who will take part in the interviews. The T.V. station usually provides one of their roving staff reporters and a cameraman. By my experience these people are very professional, very bright, very quick to pick up nuances and very quick to learn and memorize facts so this makes your job much easier.

The programs start usually between 5.30 a.m. and 6.00 a.m. This means that, to allow for set up and preparation, you will need to begin at 4.00 a.m. All your props should be ready by the start time, the cameras and sound set up and tested and your description of the contents of each slot discussed with both the presenter and the cameraman.

The time between slots is taken up in off camera discussions between the presenter and the local anchors and production team but some of the time will be taken up in discussions with you about the business. At this point you should be careful about the information you give out otherwise you may be embarrassed by having something you wished to be private being discussed in public.

As far as your personal appearance is concerned you should dress as you would to serve customers but ensure the day before that the kitchen, shop and restaurant are as tidy as possible with shelves fully stocked and tables laid out ready for use.

On camera you need to be confident, speak clearly and demonstrate that you know your subject. You have to be prepared for unrehearsed questions but most of the time you



should have rehearsed in advance all the answers to the type of questions that might arise. Above all you should appear at ease and not camera conscious. Remember that the presenter wants to capture your enthusiasm for tea but if you concentrate on your subject you should be OK. There are timing pressures but you can rely on the presenter to control that so this is something you need not worry about if you have prepared properly. In rehearsing what you want to present you should allow for it to cover two minutes of the three minute slot. The rest will be taken up by the introduction and closing by the presenter and by his questions.

Immediately after the completion of a slot you should clear away the props used and prepare for the next slot. Leaving preparations to the last minute will make you appear distressed and rushed. Be prepared for changes by the producer if something else is running under or over time. (Continued on next page)

*Possible items for slot content***Specifically tea**

1. Tea types with some processing information and history of tea. Demo of dry leaves. Description of the differences between tea and tisanes.
2. Demonstration of the different teas in the cup, tea tasting techniques. Timing, water quality and temperatures.
3. Discussion on the benefits of tea. You should avoid direct reference to health benefits apart from references to polyphenols and anti-oxidants as there is too little time to elaborate on the complicated details this involves. Be sure to discount the stories about the caffeine content of tea compared to coffee.
4. Uses of tea. As a beverage at different times of the day, in cooking, as a basis for hand creams and soaps as a treatment for minor skin problems.
5. Tea sources and the particular tea types that each country specializes in Tea grading.
6. How to keep tea at home. Shelf life. Serving tea.

**Tea accompaniments**

1. Teapots, tea presses, tea cozies.
2. Teacups, sugar bowls, milk jugs.
3. Tea bags, filters, spoons, steeping tools.
4. Afternoon tea, its history and development
5. Demonstration of the classic English afternoon tea. Use of milk, sugar, jam, honey, yak's butter and flavorings.

**Use of tea in food preparation**

1. Why add tea to food. Mention history of tea as originally a herb for health and culinary purposes.
2. Description of types of tea best suited to add to food. Using leaves or brewed tea.
3. Demonstration of meals where tea has been added to food.
4. Books on tea and tea recipes.
5. Tea as an accompaniment to meals.
6. Tea blending and flavored teas.

**The English Classic Afternoon or High tea**

1. History and content of the afternoon tea.
2. Show preparation of each of the three plates.
3. Scone preparation and cooking.
4. Recommended tea accompaniment.
5. How to lay a table for afternoon tea.
6. How to dress for afternoon tea.

Involve the presenter as much as possible in each of your presentations. If you can gain his or her interest then the viewers will be interested too. Try to make use of 'sound bites' where you can. Finally be prepared for the phone calls.

Gillian Niblett and her daughter Laura are the owners of Tea At The White House located in Waterdown, Ontario, Canada.

[www.teaatthewhitehouse.com](http://www.teaatthewhitehouse.com)

## Brewing New Ideas

*The Tea House Times Publication Launches New Site &*

*Service Resource Listing Steeped in Information for the Tea Industry and Beyond*

Sparta, NJ – March, 2008- There are two kinds of people in the world; those who drink coffee and those who drink tea. The former spring out of bed and crash at noon; but thousands are turning over a new leaf - to the other side of the cup - tea cup that is. Tea has been sweeping the nation with wicked popularity. Tea is now seen as the cool fun stuff that deserves the hype with all its new polish.

Enter Tea Bureau™, a new online cross-network, another brain-child of Gail Gastelu, founder of the ever popular tea lover's publication; *The Tea House Times*™. She hits it big with yet another idea for like-minded thinkers within the tea industry. George Jage, President, World Tea Expo, agrees and commented on the new endeavor as saying:

*"The Tea House Times already has proven to be a well-connected and dynamic resource for the tea community and with the energy and insight of Publisher/Editor, Gail Gastelu, the Tea Bureau will certainly be another successful resource to help fuel the growth of the tea industry."*



Tea Bureau has just announced its big sassy launch this month as an online treasure trove for trade/consumers and retail/wholesale businesses, offering services and information, enabling a healthy affordable luxury for the time pressed folks of today. Find products, services, expertise; everything needed to start and grow a successful tea business in addition to consumer sources for tea enjoyment.

Visit [www.TeaBureau.com](http://www.TeaBureau.com) and look for listings such as:

- \*Tea Speakers Bureau
- \*Tea News Bureau
- \*Publicity/Marketing
- \*Tea Business Directory
- \*Consulting
- \*Tea Room Directory
- \*Musicians/Harpists
- \*Food & Tea
- \*Products

## *Pounding Keys, Not Gavels, to Sell India's Tea*

GUWAHATI, India — Traders crowd around wooden desks in a huge dusty auditorium, poring over thick catalogs describing chests of tea. A broker seated at the front of the room calls out prices in a quick, rolling cadence as the traders shout and gesture, signaling their bids.

A sharp rap of the gavel closes each sale, and the process starts over — under the market's rules, the auctioneer must sell at least three lots in a minute.

The scene repeats itself every Tuesday and Wednesday morning here at the Tea Auction Center in the state of Assam, heart of India's famed tea country, wedged among Bhutan, Bangladesh, Myanmar and China.

Tea has been traded this way in India since 1861.

But this year, the cacophony of the public tea auctions will give way to the gentle tapping of keyboards: India's tea markets are going digital.

Just as electronic trading rocked the floors of the New York Stock Exchange and the Chicago Mercantile Exchange, the move to computerized auctions promises to turn the tradition-bound world of tea traders upside down. While tea growers and large multinationals have welcomed the promise of computerized trading, many small tea brokers fear an electronic exchange will mean the end of their livelihoods.

The government body that sets the rules for tea sales in India, the Indian Tea Board, sees electronic trading as a way to help planters who have been hit hard by low tea prices for much of the last decade. Electronic trading is supposed to result in fairer prices and lower transaction costs.

Studies in other commodity markets around the world have shown even



modest reductions in costs through automation can produce large increases in trading volume. The Tea Board's effort is just one of several experiments in India in which computerized spot trading is being promoted as a way to improve the prices impoverished farmers receive for their crops.

The main advantage of the computerized system, according to the Tea Board, is that buyers can bid from anywhere, without having to be physically in the trading hall — or even in the same city where the tea is warehoused. “That means buyer participation will be more, competition will be more,” said H. N. Dwibedi, a consultant who has been advising the Tea Board on computerized trading. “Greater competition ensures that the true price is discovered.”

Mr. Dwibedi also said an electronic system should help automate the compilation of tea catalogs and eliminate the paperwork involved in settling sales, saving brokers time and money.

India, the world's largest tea producer, is also the third-largest exporter, after Sri Lanka and Kenya. Today, nine auction centers like the one here in Guwahati operate throughout the country, handling about 55% of the one million tons of Indian tea sold each year. (The rest is sold from plantations directly to tea companies or consumers.)

Getting tea to auction now can be time-consuming and expensive: planters harvest green leaves then process them into black tea or sell them to be processed. After processing, a broker takes a consignment of tea, warehouses it, assesses its quality, sends out samples to potential buyers for tasting, and produces a catalog listing the teas for sale — a process that can take weeks.

The broker then goes to an exchange and auctions off the consignment. He ensures that the winning buyer pays the agreed price and takes delivery, and in return, receives a commission, usually 1 percent of the selling price, plus warehousing charges and other fees. (Continued on next page)



An electronic system is particularly attractive to large tea companies, like Tata, the Indian conglomerate that owns Tetley brand tea, and Hindustan Unilever, the Indian arm of the international consumer products company Unilever, which owns the brand PG Tips.

Collectively, these two companies control about 45 percent of the market. They have been pushing for the electronic auctions.

Tata hopes the computerized system will allow it to better coordinate its purchasing efforts nationwide and save on labor costs, according to Kevin Paul, a senior manager in the exports division of Tata Tea. The auction system may also give an advantage to large purchasers by making it more difficult to split lots, a practice in which several small buyers team up to jointly purchase a single large batch of tea.

For that and other reasons, many smaller buyers are fearful — especially those who act as bidding agents for distant tea companies. “If their principals are in a position to bid from hometowns anywhere in India their role would be minimized,” said Jayanta Kakati, the secretary of the Guwahati Tea Auction Center.

Eventually, the nine separate auction centers might be consolidated, perhaps resulting in a single national spot market.

Brokers are concerned, too. Some say that an electronic exchange will allow planters and factories to

bypass them and sell directly to the market, although they are quick to point out that tea, unlike many other agricultural goods, is not a true commodity.

Each batch of tea is unique and

buyers must sample it to know the quality of what they are buying, making tea more akin to fine wine — where the vineyard, the soil and the weather all play vital roles — than it is to winter wheat or pork bellies.

“We will have to change but there will always be a requirement for someone to assess the quality of the tea, make proper cataloging of tea,” said Bikram Barua, director of Contemporary Brokers, one of north India’s largest tea traders. “For that, I don’t see that the broker will disappear.”

But India’s tea brokers are right to worry, said Benn Steil, a senior fellow at the Council on Foreign Relations in New York. “It is very hard for firms and individuals specialized in floor trading to adapt to electronic markets,” Mr. Steil said, noting the difficulties that many specialist firms trading on the New York Stock Exchange have encountered since electronic trading was introduced last year.

Even some buyers who support the electronic market say they have concerns about its design. For instance, they worry that entire tea catalogs may be offered for sale simultaneously. Some tea buyers say they prefer a serial auction, where lots are offered one at a time, because this allows them to adjust their bids to obtain enough of the right kinds of tea to maintain a consistent taste in their tea blends.

This is India’s second major attempt

at electronic tea trading. In 2005, the Tea Board mandated that all tea auctions be conducted electronically, but the trading platform the board purchased from I.B.M. was plagued by software failures and within a year the entire system was abandoned. I.B.M. did not return calls seeking comment over several weeks.

An Internet start-up called teauction.com also tried to offer online auctions earlier this decade, but it never gained much trading volume and shut down.

Indian authorities say this time will be different. The latest exchange is being designed by NSE-IT, a branch of India’s national stock exchange that specializes in designing trading platforms. The Tea Board plans to roll out the system in Calcutta, where the first Indian tea auctions began, by December, with the software being introduced to other auction centers over the following three months.

At first, although the trading will be conducted by computer, buyers and brokers will still have to be present at the exchange. But if the system performs well, according to Mr. Kakati, it will be opened up for remote trading over the Internet.

Older tea traders, many of whom are not computer literate, already speak wistfully of the auction floor, as if it were already gone.

“We could walk into a trading floor and get the pulse of the market within 5 to 10 minutes — who is buying from which country and why,” said Ulhas Saraf, the head of the Saraf Trading Corporation, a tea company in the southern Indian city of Kochi.

Still, Mr. Saraf, who began trading tea in the 1950s, said he could not stand in the way of progress. “The new generation feels the computer is better,” he said.

New York Times - April 22, 2008

## Teas Etc. Goes Green



LAKE WORTH, FL - March 4, 2008 - Teas Etc, importer and online seller of premium loose leaf teas, is giving new meaning to going green with the announcement of their new online green shipping feature. Teas Etc's customers can now green their tea purchases by spending an additional \$0.25 to offset the carbon emissions caused by shipping their order. 100% of this minimal outlay goes directly to Carbonfund.org to support renewable resources, reforestation projects and energy efficiency programs.



"We feel that our customers have the same environmental concerns we do. When we launched on Monday, within the first hour we had a 75% green opt in rate," said Beth Johnston, Founder and President of Teas Etc.

Teas Etc began their relationship with leading carbon offset organization Carbonfund.org several months ago with an annual financial commitment, electing to reduce the carbon footprint of the yearly emissions caused by operating the business. "We have always had a commitment to the environment with long standing recycling and resource use programs. Tea, one of the earth's great gifts, provides benefits of good health, relaxation and renewal, but it must be imported. With our continued growth and expansion into manufacturing, I felt compelled to take further responsibility for the footprint we are leaving behind," Johnston said.

When questioned on why they chose Carbonfund.org, Johnston responded, "Carbonfund.org had everything we were looking for: a simple, understandable, and easy-to-implement program that has the recognized certification and verification that is respected as the standard within the carbon offset community. It is responsive and easy to work with and it quickly became obvious that Carbonfund.org was the right choice for Teas Etc."

"Tea drinkers everywhere want to know they are getting the best product through the most responsible means," said Eric Carlson, Executive Director of Carbonfund.org. "With this partnership, Teas Etc. shows a commitment to making its products not just delicious but eco-friendly. We're very excited."

Carbonfund.org is the country's leading carbon reduction and offset organization, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbon offsets enable individuals and businesses to reduce carbon dioxide emissions they are responsible for in their everyday lives by investing in renewable energy, energy efficiency and reforestation projects where they are most cost effective. Carbonfund.org works with over 300 corporate and non-profit partners including Discovery, Volkswagen, Dell, Orbitz, Environmental Defense, and Lancome.

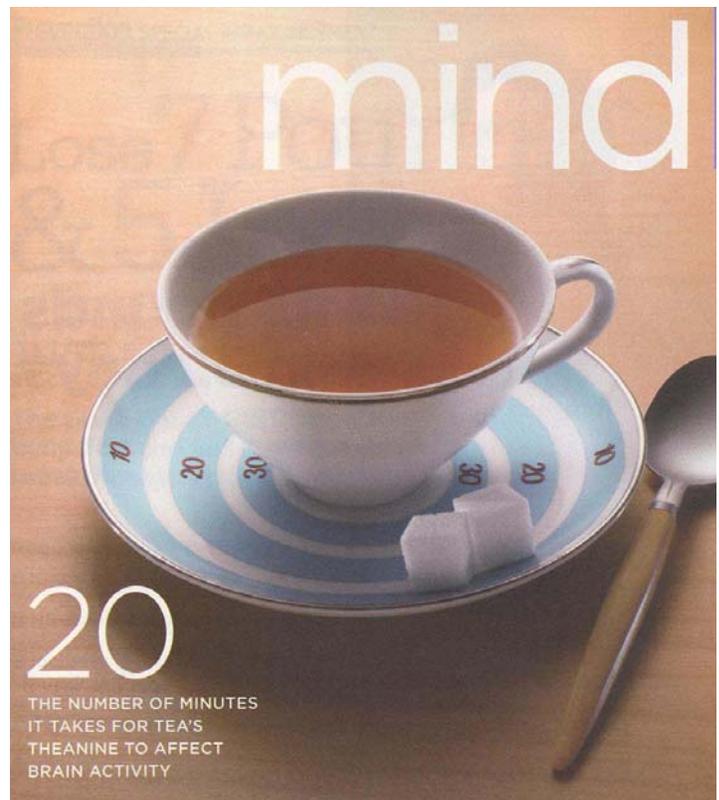
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### Need to Focus? Drink Tea

*Studies show a steaming cup can help you reboot your brain*

If you're feeling scattered, try caffeinated tea for a fast fix. Black, green, and oolong leaves contain the amino acid theanine, which, when paired with caffeine, boosts neural activity and concentration. For best results, combine 100 mg of theanine and 60 mg of caffeine—or 3 cups of tea, says researcher John Foxe, PhD, of the Nathan Kline Institute for Psychiatric Research in Orangeburg, NY. His tea company-funded study backs up past research on theanine's mind benefits.



**World Tea Championship™ to provide rating system for specialty teas**

Las Vegas, NV—The highest quality and best tasting hot and iced teas from around the world will be judged and rated by professional tea tasters at the inaugural World Tea Championship™, a premier feature of the World Tea Expo™, May 30<sup>th</sup> to June 1<sup>st</sup>, 2008. All teas submitted will receive a World Tea Rating™-providing the tea industry with a rating system for teas similar to that which has brought increased awareness and consumer understanding to the wine industry.

Much like wine, tea characteristics are influenced yearly by weather, soil conditions, manufacturing processes, craftsmanship and skill of tea masters and blenders alike. The World Tea Championship™ and the World Tea Buyers Guide™ will deliver the first comprehensive resource for rating characteristics for those buying tea.

“[The Buyers Guide] will be ridiculously valuable to the attendees” commented Charles Cain, Director of US Operations for TeaGschwender, the largest tea retailer in the world. The World Tea Buyers Guide™ will list the ratings of all entries of the World Tea Championships™ separated into iced and hot tea classes and will be distributed at the Expo to all attendees.

In the Hot Tea Class, a total of 24 different categories will be judged along with three Super Categories. Although there are hundreds of varieties of tea, the main categories reflect the most well-known and popular tea types, blends and herbals; including Jasmine Green Tea, Earl Grey, Silver Needle White Tea and Rooibos. The 24 hot tea categories must fall within a set MSRP and will be commercially available at the World Tea Expo™. The Super Categories are focused strictly on three types of tea (black, oolong, and green), have no pricing restriction and must be of a single origin. Hot Tea Class entries will be pre-qualified and pre-judged blind prior to the opening of the 2008 World Tea Expo™ by professional tea tasters from some of the most respected tea companies in the industry. Through the pre-judging process, all entries will receive a World Tea Rating™. The five highest rated teas will be further evaluated during the World Tea Expo™ to determine the best teas of 2008 in each category.

The Iced Tea Class is organized by market applications and sales channels. The three categories are ready-to-drink, foodservice and freestyle—focused on the grocer, restaurant and independent tea shop, respectively.

The World Tea Expo™ will be held May 30<sup>th</sup> to June 1<sup>st</sup> at the Mandalay Bay Convention Center in Las Vegas, NV. For more information on the World Tea Expo™, including a full listing of events and seminars, new features for 2008, a floor plan and an interactive exhibitor directory, visit [www.worldteaexpo.com](http://www.worldteaexpo.com).

The World Tea Expo is a robust marketplace that brings together hundreds of new products, the latest industry innovations and relevant, cutting-edge educational sessions, providing tea professionals with a one-stop opportunity to help drive their business, fuel industry growth and encourage further exploration of the art and science of tea. As the first and fastest growing North American trade show dedicated solely to the tea industry—the World Tea Expo attracts more than 4,500 leading tea professionals, merchandisers, R&D executives, scientists and entrepreneurs annually. The World Tea Expo is produced by SFG Group LLC, headquartered in Las Vegas, NV. For more info, visit [www.worldteaexpo.com](http://www.worldteaexpo.com).

*Studies seek ways to measure content, effectiveness of antioxidants*

FoodBusinessNews - March 18, 2008

Consuming antioxidants may neutralize sometimes harmful molecules known as free radicals, which may damage cells and may increase risk of atherosclerosis, cancer and other diseases, according to the U.S. Department of Agriculture.

Tea manufacturers apparently have benefited from consumer awareness of antioxidants, too. U.S. sales of liquid teas with antioxidant information on the label rose 64% to \$385,919,960 for the 52 weeks ended Nov. 3, 2007, according to The Neilson Co. Sales of tea bags increased more than 153% to \$65,120,764.

52 weeks ended	Nov. 3, 2007	Nov. 4, 2006	Nov. 5, 2005
Tea, liquid	\$385,919,960	\$221,586,187	\$97,060,249
Chocolate candy	\$115,416,000	\$48,565,146	\$8,646,556
Ready-to-eat cereal	\$85,859,101	\$84,793,918	\$61,004,915
Tea, bags	\$65,120,764	\$53,438,789	\$36,860,479
Fruit drinks and juices,			
Cranberry, shelf stable	\$62,802,246	\$41,784,954	\$39,526,610
Tomato sauce	\$50,285,598	\$49,062,752	\$46,291,101
Tea, mixes	\$47,822,442	\$29,252,613	\$13,570,680
Bottled water,			
Still, non-carbonated	\$45,493,770	\$13,707,315	\$2,957,815
Health bars and sticks	\$22,790,168	\$13,357,846	\$6,979,230
Hot cereal	\$13,690,543	\$18,529,444	\$15,745,063
Tomato paste	\$11,018,533	\$10,805,593	\$10,267,235
Fruit, dried and snacks	\$10,920,798	\$9,141,788	\$6,615,775

Total U.S. sales of products with antioxidants on the labels in food, drug and mass merchandiser stores, excluding Wal-Mart.  
Source: The Nielsen Co.

## Cash, only. Thanks!

By KORI MILLER

How do you run a business with cash and no credit cards, lines of credit or loans? It's easier said, than done, that's for sure!

Our business began with loans, credit cards and a line of credit. After all, most businesses have to spend money to make money, right? The problem is that when sales are not happening as quickly or as much as you planned, what can you do?

After two years operating a struggling retail business, we closed the store. We could not afford the prime retail locations so we settled on one we believed could work. Most would say that was our first mistake. Nope. Our first mistake was moving away from our original plan: start small and stay out of debt. Our business began at a local farmers market five years ago. That is where we return year after year to test new blends, market and pursue retail business. After our first year in retail, we knew there were problems. All of our money was going into the store. We had to choose between operating our store effectively and pursuing wholesale opportunities. We saw more growth in wholesale.

We decided that running a business on debt offered none of the security becoming an entrepreneur is suppose to bring. That sounds strange, I know. Most entrepreneurs go into business because they want more control over their destiny. How can you have that if you owe money to other people? Where is the security in knowing you have bills to pay, but cannot pay them? You have to be willing to let go of what does not work in favor of what does.

Operating a small, specialized business that focuses on wholesale and limited retail works for us. Because we operate a cash-based business we have to exercise patience when selecting and stocking inventory. We work with our competitors because we do not consider them to be our competition. Our philosophy is the turtle wins the race and the race is against himself. Success is measured in how little debt we accumulate, how much time we spend with those we love and how much fun we are having in life. We lost sight of this when we focused on who we thought our competition was.



How do you run a business on cash?

**Step 1:** Know your values, philosophy, personal and professional goals. Evaluate them annually. This includes knowing that of your partner's. Write them down where you will see them everyday.

**Step 2:** Despise debt. Do not leverage debt. This may happen in steps. We began by getting rid of all debt except our original loan and a small LOC with a renegotiated rate and no balance.

**Step 3:** Establish rules for purchases. For us, all purchases over \$100 are discussed. We get three bids for all work we cannot complete ourselves.

**Step 4:** Obtain a Visa debit card for your business account. Only get one and give it to the person primarily responsible for purchases. For larger businesses, establish a business account for purchases only and limit the number of people with access to it. As Dave Ramsey says, using a debit card makes you think about the purchase. Credit Cards don't.

**Step 4:** Establish a business savings account. You may not be able to tuck away much in the beginning, but the act of getting started will help focus you on growing your business. How? You will receive statements reminding you it exists. Every time you see it you will either feel guilty that you are under funding it or elated at its growth.

**Step 5:** Do not have or use Credit Cards. Unless you have a card that requires full payment at the end of the month or you are disciplined about paying the cards monthly, you will be putting your sense of security in jeopardy.

**Step 6:** Exercise patience. Successful businesses develop over time, they do not just happen. Saving for major purchases or bartering for them has made many businesses successful over the years.

**Step 7:** Know when to walk away. You need to know where you will draw the line in the sand.

Entrepreneurs are calculated risk-takers, not simply risk-takers. Following the above steps is making our business stronger, healthier and lot more fun. For the first time in two years we are seeing a bright light at the end of the tunnel and are not worried about what is around the corner.

Kori Miller, Owner  
The Tea Trove  
Fremont, NE  
Nebraska's Premier Tea Blender

## Tea: A Vision for America

By DEV MENON

### A. Benefiting American Society:

1. Scientific research suggests that Tea provides the highest level of health benefits, of all food products, in terms of cardio vascular properties and anti-carcinogens. Studies have shown that research subjects drinking a minimum of four cups of tea daily enjoyed reduced incidence of several forms of cancer, including oral, as well as fewer other dental problems such as caries.
2. Obesity is undoubtedly the U.S.A.'s single most important health problem and the extremely high levels of consumption of sugary beverages, starting from childhood, is a strong contributory factor. There is a great opportunity for the major U.S. retailers, with their power to lead consumer trends, to drive the switch to tea. Tea is not only a beverage that tastes good in its own right, it accepts flavors with such facility that it is easy to develop a variety of tea-based products tailored to different taste preferences.
3. Feelings of tension caused by sudden increase of caffeine levels in the bloodstream are anecdotally thought to contribute to the increasing levels of stress including road rage, as drivers drink more caffeine in an attempt to ensure wakefulness during early morning and late evening rush hours. Although the scientific reasons are yet to be identified, it has been found that the caffeine from tea is released more gradually into the bloodstream, thus providing a sense of uplift and alertness, without the edginess caused by caffeine from other sources.

### B. Benefiting the Ecology:

1. The world's largest producers of tea (India, China, Sri Lanka, Indonesia and Kenya) are all "developing nations", where despoiling of forests has created major ecological problems of soil erosion and depletion of land resources. Tea plantations are a major asset in such situations as their large acreages of tea bushes prevent soil erosion, especially when combined with the tree lines planted as 'wind-breaks' and shade producers.
2. The practice of pruning tea bushes at the rate of one-third to one-sixth of the entire plantation (3 to 6 year pruning cycles) results in substantial amounts of organic material enriching the soil naturally. This natural practice of "sustainability" is the reason that there are tea bushes almost a century old that still provide commercially acceptable yields. The sharp increase of organic tea growing over the past decade has also proven of major benefit to soil conditions.

### C. Benefiting Societal Values:

1. India is the world's second largest tea producing country and Sri Lanka is the world's largest tea exporter. Both are robust democracies where freedom of speech, free elections and rule of law have taken strong root over the past 50 years, ever since these countries gained Independence. Tea plantations are a major asset to both nations and this industry has developed strong traditions of efficient management, responsible to shareholders and workers alike.
2. Approximately 60% of tea in India and 80% in Sri Lanka are sold by Public Auction. Market prices are set in an open fashion, dependent entirely on free market forces and even those teas sold by private treaty depend on the public auction system for price awareness. This has led to a tradition of fair business practice – the tea industries in both these nations are role models for other industries.

### D. Benefiting the Under-privileged:

1. Being labor-intensive, tea plantation companies provide employment to large numbers of the least privileged segments of society, mostly in remote areas, where there is little other infrastructure. Roads, electrification, water, etc. all become available to the general populace in these isolated districts. The major tea plantation companies provide free housing, free medical care and free education to their employees and employees' families. Indeed, many tea estates are today facing a problem of their own making, i.e. as the children of their labor force get better educated than the parents, the former's ability to move up the economic scale has created a shortage of tea plantation labor in some areas. Wage agreements are usually industry-wide and provide a model for other industries, with salaries above the national average, along with subsidized supply of staple foods such as rice, wheat and pulses.

### E. Benefiting the Shareholder:

1. Today, tea is just about the hottest growth item in the marketplace, with annual increases ranging from 9% to 25%, depending on the segment. With more and more Americans learning of the health benefits of tea, this trend can only strengthen over the next few years, especially because (a) the ageing population will ensure an ever-growing focus on health and (b) per capita consumption of tea in the U.S. is still very low, with plenty of scope for increase. Margins on tea are also higher than for most other beverages and here again, there are good reasons for further enhancement. Until very recently, the global tea trade did not consider the U.S. to be a major market for good quality teas. This perception has undergone a sea change and today, more and more of the major tea companies, particularly in India and Sri Lanka, are turning their attention to the U.S. market for the first time. This provides U.S. retailers with a great opportunity to source directly from the tea growing countries, thereby (a) increasing the margins (b) ensuring that their customers enjoy teas that are fresher and better tasting and (c) increasing sales because of the better quality of product.

## Tea: Nuances of Taste *The effect of tea manufacturing processes on quality and flavor* By DEV MENON

It is now well known that tea is the most popular and widely consumed beverage in the world after water. There are several types of tea with the two mostly popular being Black and Green. Both are manufactured from the green leaf harvested from the tea bush. For Black tea, the manufacturing process includes “fermentation”, or “oxidization”, which is prevented in the manufacture of green tea by steaming the leaf as soon as it is “rolled”. There is a third type of tea, Oolong, which is semi-fermented. Black tea comprises two basic types of manufacture, called “orthodox” and “CTC”. In orthodox manufacture, the leaf is treated in conventional rollers so that the leaf breaking process, which is undertaken to rupture the cells and release the flavonoids and other chemical components, is relatively gentle and results in a well-twisted leaf style. “CTC” is an acronym for “Crush, Tear and Curl” and this is almost self-explanatory, the leaf being completely shredded, resulting in strong, colory cups but causing flavor to get masked by the strength of the liquor. Whilst green tea is popular and has its own adherents, the most naturally flavorful areas are of the black variety, orthodox teas in particular. There are many factors that affect cup quality and flavor and the following is an appreciation of these factors and their effects on tea:

### A. IN THE FIELD:

1. **Agro-climatic conditions:** Tea is grown from sea level plains all the way up to elevations of over 7000 feet, in regions as wide ranging as China, Vietnam, Indonesia, India and Sri Lanka, the East African countries and Argentina and Brazil, as well as locales in Turkey, Georgia, Papua New Guinea and, even, in the U.S.A., in North Carolina. The tea bush is a hardy, widely adapting plant which grows in all sorts of conditions. However, if the same bush variety is planted in different regions, there will be considerable differences in the cup characteristics due to variations in the entire agro-climatic situation – soil, elevation, rainfall pattern, humidity, to name a few. To take an extreme example, on the steep slopes of Darjeeling tea district, tea bushes growing on a south facing slope will produce different cup characteristics to that from a north facing slope less than a mile away!

2. **Bush variety:** There are two basic strains of tea bush, “China” and “Assam”, these names denoting their respective origins. The “China” bush has smaller leaves with more leaf points; tea made from the leaves of this bush tends to be light in cup, with a higher level of aromatic flavor. The “Assam” bush has larger, heavier leaves, with fewer growth points, and the cup is more colory and strong. From these two basic bush types, a number of different clonal varieties have been developed over the years by selective propagation, each with its own special characteristics. For example, the unique flavor of the Craigmores 6017 clone, developed in South India, is unmistakable, whilst the Towkok clones of Assam have readily recognizable golden tip color and malty taste.

3. **Agricultural practices:** The ultimate determinant of quality is the condition of the green leaf, which itself is determined by the agricultural practices adopted by management. Some of these factors, each of which would affect the quality of the green leaf, are:

a. pruning cycle and pruning program, i.e. the type of pruning (light, medium, hard, rejuvenation) and the interval between prunings (generally varying between 3 and 5 years, the shorter the interval, the more tender the green leaf but the greater the length of time that the bush is out of production)

b. fertilizing, e.g. tasting assessments of teas produced at a particular estate in the Nilgiris showed a drop in cup quality approximately two weeks after each fertilizer application

c. pest control, e.g. during the 70’s and 80’s, one famous Darjeeling tea estate consistently produced the best cup quality with the highest levels of muscatel flavor because the then owners used no chemical pesticides at all, depending solely on aphids to control pests

d. plucking standards - determined by three basic factors, i.e. the interval between one harvest and the next, from the same tea bush (the shorter the interval, the finer and more tender the leaf), the size of leaf shoot plucked, (whether 2 leaves and a bud - generally considered fine plucking - or 3 or more leaves and a bud - medium or even coarse plucking - and, thirdly, the evenness of plucking (whether the green leaf harvested is all ‘3 and a bud’ or a mixture of 2 to 4 leaves plus bud

e. handling of green leaf (good leaf handled badly and therefore bruised en route to the factory, will result in poorer teas than medium leaf handled gently and brought to the factory in good condition)

### B. IN THE FACTORY:

4. **Withering:** This is the process of removal of moisture from the leaf, surface moisture, if present, as well as inherent water content. The degree of wither is expressed in percentage terms and a scientifically accurate wither is calculated in terms of percentage of Made Tea to Withered Leaf, which means in effect that the correct degree of wither can actually be calculated only after the tea has been processed. Assessing the wither prior to the next process of manufacture, i.e. on the basis of Withered Leaf to Green Leaf percentage, has too many variables for reliability. Thus, whether or not the leaf has been withered to the optimum degree is entirely subjective judgement – hence the phrase “the Art of Teamaking”. Some of the factors affecting wither and requiring assessment by the “Tea Maker” are:

a. the quality and condition of the green leaf (size, tenderness, lack of damage in transit, etc.)

b. the evenness of harvested leaf, i.e. 100% “3 and a bud” is better than leaf comprising 60% “2 and a bud” and 40% “4 and a bud”, which would result in uneven withers

c. the correct spreading of leaf in the withering troughs, i.e. this should be evenly spread, to a depth of not more than 4” to 6” but with thicker spread at the end of the trough to compensate for the extra air turbulence generated when the

d. the humidity levels in the withering lofts, i.e. The wet and dry bulb readings of the hygrometer must show a difference of at least 3F to 4F but less than 8F.

e. the temperature of warm air used to hasten withering, i.e. temperatures exceeding 90 F cause loss of quality

**5. Rolling:** An extraordinary number of variations are possible during this second process of manufacture, depending on:

a. the rolling program, i.e. number and type of rolls – governed by the number and type of rolling machines available, quantity of leaf, condition of leaf, grade mix required, even ambient temperatures

b. the pressure program, i.e. the degree of pressure exerted on the leaf during the different stages of the rolling process

c. the ambient temperatures in the rolling room – this will directly affect cup quality, quite apart from the influence on determination of the rolling program

d. the humidity levels in the rolling room, i.e. the wet and dry bulb readings of the hygrometer must not show a difference of more than 3F to 4F, ideally about 2F; higher temperatures will cause surface drying and uneven fermentation

**6. Fermentation:** Actually, oxidization, the factors affecting cup quality during this third process of manufacture are:

a. the rolling program adopted, i.e. leaf which has received hard rolling will “ferment” faster than leaf that has been lightly rolled

b. the ambient temperatures, i.e. the lower the temperatures, the longer the time taken to achieve the optimum fermentation

c. the humidity levels in the fermenting area, i.e. the wet and dry bulb readings of the hygrometer must not show a difference of more than 2F

d. the depth of spreading, i.e. the leaf must be spread at a thickness that will generate the required degree of warmth but should not be so deep that the tea at the bottom “stews”

e. the adjustment of fermenting duration as the ambient temperatures rise, e.g. if 3 hours (always calculated from the commencement of rolling) is the correct duration of fermentation for an ambient temperature of 50F and if the ambient temperature should rise as the work day progresses, the duration of fermentation would have to be adjusted in accordance with the rise in ambient temperature

**7. Drying:** This fourth process of manufacturing is also called “Firing” and the factors affecting cup quality are:

a. the inlet temperature, i.e. the temperature of the heated air as it enters the drier chamber (too low temperatures will result in underfired teas which will taste “stewy”, too high will cause overfired teas, which will carry a “burnt” taste.

b. the outlet temperature, i.e. the temperature of the heated air as it leaves the drier chamber after passing through the leaf spread on the drier trays (if this is too high, it indicates that insufficient moisture is being removed from the leaf)

c. the spread of leaf on the drier trays, i.e. this has to be even, to ensure even drying; the spread also must be sufficiently thick to prevent the air flow from blowing the leaf off the trays but sufficiently thin to ensure that all the leaf particles are correctly dried

d. the drier chamber itself must be in good condition, i.e. without gaps from which hot air can leak excessively

e. the drier tubes must be in good repair as even hairline cracks can result in smoke from the furnace leaking into the chamber and causing smoke taint

f. the ceiling above the drier must be high enough, to avoid “back pressure” of moisture laden air

**8. Grading:** Also called “sorting”, this fifth and last process is the separation of the tea bulk, now converted from Green Leaf to Made Tea, into grades of different sizes. Cup quality can be affected by the following factors:

a. correct feeding of the sorting machines, i.e. overfeeding can result in uneven grades, whereby small particles remain mixed in with the larger leaf – this will affect cup quality as the presence of smaller leaf will result in stronger cups which can mask inherent flavor

b. correct feeding of the cleaning machines, i.e. there is inherent “stalk” and “fiber” in tea leaf (stalk is the stem of the leaf whilst the ribs are termed fiber); if the cleaning machines are not used correctly, the excessive presence of stalk and/or fiber will make the made tea taste “coarse”

c. correct use of the “breaking” machines, i.e. after rolling, there will always be a percentage of very bold leaf (called “big bulk”, as opposed to the “fines”, which is the leaf sifted out after each roll) which has to be sized down; this breaking causes graying of the leaf and some drop in cup quality, so care has to be taken to ensure that this tea is not blended into the primary grades

d. correct storage after grading, i.e. tea is extremely hygroscopic and if left in open bins or tea chests, can quickly absorb moisture from ambient air. Ideally, tea should drop at the drier mouth with a moisture content of less than 2%; by the time it is sold by public auction, this will generally have increased to about 4%

e. correct quality control of packaging materials, i.e. although paper sacks are now widely used for packing bulk teas at tea estates, plywood chests are still in general use, especially in India, the world’s largest tea producer; if the chest components have not been properly cured, the panels and/or corner battens can cause taints, called “chesty” and “cheesy” respectively, in tea tasting terminology

Although the foregoing appreciation restricts the number of factors affecting tea quality to only eight, it is evident that each of these factors is affected by the others, thus multiplying manifold the potential for variations in tea quality. It is for this reason that every single invoice, or packed break, of tea needs to be examined organoleptically by a professional tea taster, to assess the quality of that individual line of tea.

## Member Announcements

### Gerhard Hofer Joins Martin Bauer Inc as Business Development Manager

**Martin Bauer**

In line with the growth of our US herbal tea business we are delighted to announce the appointment of Mr. Gerhard Hofer as Business Development Manager for Martin Bauer Inc. based in New Jersey.

Gerhard brings with him over 10 years sales experience with Martin Bauer in Germany. Gerhard's experience and in depth knowledge of botanical products and their application in food products represents a valuable resource for all our US clients. Gerhard also has first hand experience of the medicinal tea industry and strict food safety regulations in Germany/Europe that will be of enormous value in the application of botanicals as functional ingredients.

Logistical responsibility for Martin Bauer sales into North America will continue to be managed by Alex Ji and Sandy Kim.

Gerhard will get all necessary support from the various members of the nature network® in Germany for additional market, product development, and technical issues.

Bringing this level of experience from Germany demonstrates the Group's commitment to the market and desire to be at the forefront of innovation and safety with herbal and medicinal infusions in the US food and beverage industries.

Please join us in welcoming Gerhard to the United States as he embarks upon a new and exciting career challenge. Contact details are below:

Mr. Gerhard Hofer  
Martin Bauer Inc.  
100 Town Square Place  
Suite 301  
Jersey City, NJ 07310

Yours sincerely,  
Richard Enticott  
President  
Martin Bauer Inc.

Tel: 201 659 3100  
Fax: 201 659 3180

ghofer@plantextrakt-inc.com

## Membership Update

We welcome the following companies to the Tea Association

- Online Stores, Inc.— EnglishTeaStore.com
- Purico USA Ltd.
- The Coca-Cola Company
- Tazo Tea / Starbucks Coffee





## *STI Certification Class Schedule*

**JUNE 2-3**  
**Location:**  
 Las Vegas, NV  
 In conjunction with the World Tea Expo  
**Class Details:**  
 June 2: Level 1 and Level 3 Green and White Teas (Part 1)  
 June 3: Level 2 and Level 3 Green and White Teas (Part 2)  
**Additional Information:**  
[www.teausa.org](http://www.teausa.org)  
[www.worldteaexpo.com](http://www.worldteaexpo.com)

**JUNE 28-30**  
**Location:**  
 New York, NY  
 Classes preceding the Fancy Food Show  
**Class Details:**  
 June 27: Level 1  
 June 28: Level 2  
 June 29: Level 3 - Pu-erh  
 June 30: TBD  
**Additional Information:**  
[www.teausa.org](http://www.teausa.org)

**SEPTEMBER 19**  
**Location:**  
 Charleston, SC  
**Class Details:**  
 September 19: Visit to the Charleston Tea Plantation owned by the RC Bigelow Company  
 Classes to follow, TBD  
  
 For more information, contact Ellainy Karaboitis at [ekaraboitis@teausa.org](mailto:ekaraboitis@teausa.org) or 212.986.0250

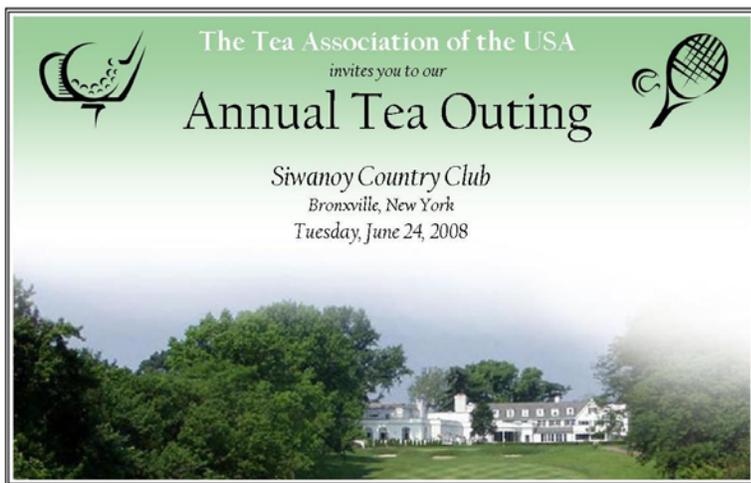
## *2008 Annual Tea Outing*

The Events Committee cordially invites you, your spouse, customers, suppliers and friends to attend our Annual Tea Association Outing at Siwanoy Country Club in Bronxville, NY on Tuesday, June 24, 2008.

As always, the event incorporates a full day of activities beginning with continental breakfast, barbeque lunch on the terrace, shotgun tee times, tennis court access, networking cocktail reception and dinner. Please note that the Tea Association will not hold a Convention/Tea Forum this year, therefore, the Tea Outing represents your best opportunity to network with peers in the Tea industry.

And if golf isn't your cup of tea, how about a quiet day away from the office to recharge, reenergize or meet and greet potential customers? Those of you who prefer to simply attend the evening cocktail reception and dinner will still benefit from this great networking opportunity.

Make your reservations today! We look forward to seeing you on June 24.



**Golf, tennis and dinner-only packages available.**

Please visit us online for registration forms, sponsorship opportunities and general information about the event.  
<http://www.teausa.org/general/events/2008/golf/index.cfm>

Questions? Please contact Jennifer Valle at 212.986.9415 or [JValle@teausa.org](mailto:JValle@teausa.org)

<i>Schedule of Events</i>	
<i>Breakfast &amp; Registration</i>	<i>10:00 am</i>
<i>Lunch</i>	<i>11:30 am</i>
<i>Golf Shotgun Start</i>	<i>1:00 pm</i>
<i>Cocktail Reception</i>	<i>5:30 pm</i>
<i>Dinner</i>	<i>7:00 pm</i>

## 2007-2008 Tea Association Board of Directors



Photo taken at the Tea Association Office  
New York, NY  
March 4, 2008

### Top Row

Mr. Tim Hare, Vitex Packaging Group  
Mr. Jem McDowall, Universal Commodities (Tea) Trading, Inc.  
Mr. John Cheetham, Unilever Americas  
Mr. Archie Carr, Tetley Good Earth  
(standing in for Jeff Freeman)

### Bottom Row

Mr. John L. Smith, Henry P. Thomson, Inc.  
Mr. Vic Ferretti, Kentea, Ltd.  
Mr. Gilbert Zaris, Harris Tea Company

### Not pictured

Ms. Lori Bigelow, R.C. Bigelow, Inc.	Mr. John Sillars, Reily Foods Company
Mr. Gary Byrom, Ahlstrom Fiber Composites	Mr. John Snell, Mother Parker's Tea and Coffee Inc.
Mr. Jeff Freeman, Tetley Good Earth	Mr. Gary Stopka, Sara Lee Coffee & Tea
Mr. Richard Guzauskas, Consultant	

## 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 or general suggestions you would like to contribute to future issues of our newsletter.

All comments are openly welcomed.

Sincerely,

Jennifer Valle, Editor

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Please note that the opinions expressed in the articles do not necessarily reflect the opinions of the management of the Tea Association of the USA, the Tea Council of the USA or the Specialty Tea Institute.

Newsletter of Tea Association of the USA®,  
the Tea Council of the USA® & the Specialty Tea Institute®