

TEA TRAINING GUIDE

- Food Service -

PERFECTING THE TEA MOMENT



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VIVA, MAKING GOOD TEA TASTE BETTER.

- VIVA is passionate dedicated about the tea experience
- VIVA believes in the power of tea to improve the lives for our friends, family and customers

At VIVA, we are completely dedicated to quality tea experiences. We follow closely the trends and developments of the tea market as well as the needs and desires of our customers to provide customized solutions. We are constantly working on improvements and new ideas to bring to the market.

We aim to deliver not only the biggest variety of tea products but also one of a kind distribution. Our goal is to become a full concept provider for retail shops and food service and to be known for making good tea better.

VIVA customers care about tea and the experience of drinking tea. They want more than just a product off the shelf. That's why we want to know as much as possible about our customers, so we can deliver the best products and services. We call our target customer, the persona, NINA.

MEET NINA



- Nina is a 25-40 year old woman living in urban city.
- Either she started an education or she's working full time.
- Nina wants to be active and she tries to squeeze in some form of training to her daily life.
- Nina is a social person who enjoys spending time with her friends and family. She loves to invite people over for cake and tea and long talks or go to cafes and socialize.
- The qualities Nina likes in other people are: Openness, honesty, generosity, humor, spontaneity, thoughtful and inquisitive.
- Even though Nina is a social person, she as well needs her "alone time". When at home by herself Nina will try to retrieve an inner peace by drinking a good cup of tea, watch some Netflix or read a book.
- Even though Nina can seem confident, she also worries about how other people perceive her. She thinks this is a negative mindset, that she wants to change.
- Nina describes herself as: Ambitious, outgoing, quiet, reflective, honest, sensitive, humorous and analytical.
- The idea of healthy food is appealing to, but the economy or/and her time schedule makes it difficult to complete every day. She doesn't eat out as much as she wanted.

- Nina is good at spoiling herself with her “guilty pleasures” such as fast food, chocolate and other sweets.
- It can be difficult to squeeze in exercise into Nina’s daily life. She wants to do more yoga or at least work out more.
- Following is what Nina really is passionate about: Sustainability (especially within clothing), great food experiences, her wellbeing and mindfulness, exercise and travels.
- Nina likes how brands tend to show “the natural woman” instead of some unrealistic ideal. It should be alright to be yourself - no matter how you look

WHAT IS TEA?

Tea is the number one beverage on the planet, next to water. *3.5 billion* cups a day are consumed worldwide.

ALL true tea comes from ONE plant, the *Camellia sinensis*. Over 1,500 types of tea are derived from this plant and its many varieties. Similar to wine and grapes that produce the wine, there are signature flavor profiles that define certain teas. Many teas are named after the region in which they grow.

What determines the category of tea is the amount of time the leaves are allowed to OXIDIZE. In the oxidation process, green leaves turn brown, thus producing the darker teas.

Tea contains caffeine. A cup of tea can have less than a third of the amount of caffeine than a cup of coffee. Longer steeping times increase the release of caffeine. Cooler water and shorter steeping times will yield less caffeine. Herbal teas contain no caffeine. Many familiar herbs are being blended with popular teas, offering the best of both worlds.

WHY TEA & WHY NOW?

Tea has mass appeal across many generations for varied reasons, and health benefits are still the driving force. Among younger crowds, tea has a hip “vibe” to it that has an allure for which is worthy to accommodate with a more *hip* style of tea service.

The past twenty years has seen the most significant increases in tea consumption, demand, knowledge, tea chains, tea shops, tea awareness than ever before. This is happening predominantly because of the health and scientific research conducted exclusively about tea and then made public.

Huge opportunities exist to create a buzz about serving tea as a healthy beverage option. With the rising obesity crises, diabetes, and inflammatory diseases in North America over the last few decades, the timing for tea is perfect. More on the actual health benefits are listed in the reference guide at the back.

WHO IS THE KEY CUSTOMER.

“I believe the Baby Boomers seek healthful food and beverages as they age, as well as new taste experiences. Millennials have grown up with tea as the common beverage in the house (Ready-To-Drink

bottled tea)." According to the president of the Tea Association of America, Peter Goggi. The increase in competitive offerings has encouraged supermarkets nationwide to expand beyond the tea and coffee aisle, with tea products emerging in the juice, health, and candy aisles, thousands of tea shops are popping up nationwide, providing greater consumer access to finer-quality specialty teas. The demand for innovation and new products has driven an increase in awareness and interest as consumers continue to select tea as their beverage of choice.

87% of Millennials say that they regularly drink tea and they claim tea to be an "affordable luxury."

Of course, the Millennials are a perfect fit for tea because tea is a perfect fit for them. The NINAs will be the ones ordering tea service in a restaurant just because it's new and being served in teaware seldom seen in typical foodservice establishments. The NINAs are extremely socially and environmentally conscientious, and will greatly appreciate tea selections from companies that care about these issues. Because of Scandinavian design's appeal and success with this age group, VIVA teaware is also a perfect fit for them, too.

For restaurants to think in terms of who they can bring into their establishments, they can show appreciation for their loyal customers by giving them "upgraded" service. A VIVA tea service could do this, and still be able to attract Millennials if that is the desire.

VIVA can give all customers an upgraded experience of tea. Investing in upscale teaware may be the least expensive improvement a restaurant can do.

TEA IN FOODSERVICE

TIPS FOR THE BEST TEA SERVICE & HOW TO SERVE THE TEA

Serving & Sipping Vessels: Of course, this makes a statement! Something new, something unique, something special, adds greatly to the tea experience. Ordinary has been done to death. It's long overdue for the *extraordinary*.

Presentation: Yes, we feast first with our eyes. Tea service should be a *tea presentation* with style. It should be an occasion of celebration, even if it is only for one.

Accoutrements: The details matter. Make the experience matter. One does not have to go overboard; one simply must see the whole presentation and bring it together with finesse and in a manner that enhances the dining establishment, as well as the tea experience, and shows respect for the customer by exceeding their expectations.

HOW TO ENHANCE A CUSTOMER'S DINING EXPERIENCE

Tea With a Meal: Tea is globally associated with a sense of dignity, refinement, tranquility, and elegance. Even an accidental marginal meal or dining experience can be made up for with a delightful tea experience. With 38.4% of people claiming to have tea at dinner time – which is the highest percentage of daily consumption – surely tea with a meal will have appeal.

Tea After a Meal: Just as coffee is often taken after a meal or with dessert, this can be done with even

greater poise, using tea. A practice that indicates time, thought, and effort went into setting up a tea service will be appreciated. It shows that somebody cared enough to have great tea and fine or unique teaware to provide the customer with something way out of the ordinary. Restaurants usually need to turn over their tables quickly on busy days, but what about those slow nights? After dinner tea service could be offered exclusively on those nights of the week, as another tea service option, and an additional way to increase sales.

Midday Tea Service With or Without Pastries: What typically happens in most restaurants between the hours of 2:30 pm and 4:30 pm? This is widely known as "off-peak hours" or the "slow time" of the day. Only a modest amount of revenue is generated during these hours. Offering discounts or featuring something special during these slower hours could boost sales considerably. Snacking is reported to be up 25% since 2010. This means people are eating at off-peak hours. Creating a chic Midday Tea Service that features some unusual and delightful pastries just may provide the additional sales desired. The VIVA teaware sets will complement this new service, add a sense of style, and with its contemporary look, let people know the tea service being offered is something new and seldom seen before.

For those that have missed lunch, offering a few savory items, too, could be highly successful. Some patrons just may prefer this time of day over the hustle and bustle of the lunchtime rush.

TEABAGS AND LOOSE-LEAF TEA

Good grades and good quality tea can be found in teabags. For an establishment featuring a new tea service, perhaps it would be best to start with teabag selections and only three types of loose teas.

The VIVA teaware features infuser baskets which hold loose tea leaves while they are steeping. Should a teabag selection be chosen instead of tea leaves, the baskets can be removed to steep the teabags and the teapot presented to the guest with or without the teabags in it. (Some customers may insist or prefer to steep their own tea)

When the tea service is running smoothly, and the servers have learned how to best use the teaware, then it might be time to "upgrade" by offering a few new loose leaf selections, while still maintaining the original selections of teabag choices. This will delight those who've been enjoying the tea service, as well as help them feel they are progressing with their tea knowledge and appreciation; turning them *tea savvy*.

THE TEACUP & THE TEASPOON

Tea was outrageously expensive for hundreds of years, smaller sipping and preparation vessels were created because only small amounts of tea were obtainable. The British created a smaller teacup (6 oz) in order to serve a "full cup" of tea. Spoons had been around for centuries, but it was the British who created the perfect spoon for measuring their loose-leaf tea. It was one-third the size of a dinner spoon, the tablespoon.

To improve traditional styles of tea service, modern teaware from VIVA will introduce customers to a new, trendy, and different style of tea service. The clear glass teapots and the clear double-walled glasses allow everyone to enjoy the different and appealing colors of the steeped tea; even those not drinking the tea.

The porcelain VIVA teapots and cups are each something new to the American market, and no traditional restaurants feature anything at all like it. This will be enticing to many age groups, and they will want to experience this new style of tea service and teaware.

WHAT DOES AN AVERAGE CUSTOMER WANT?

"A lot of times, people don't know what they want until you show it to them." *Steve Jobs*

The "average" customer generally doesn't know what they want when it comes to tea because the average person doesn't know much about tea at all.

Most people want: friendliness, cleanliness, being valued over value, rewards, appreciation, recognition, something new and exciting, knowledgeable and caring staff, to make a connection, sincerity and honest, quality.

HOW TO TURN AN AVERAGE CUSTOMER INTO A TEA CUSTOMER

An enticing and appealing tea service is going to catch everyone's attention. People want to feel special. Every foodservice establishment can give that to them when servers appear with an elegant presentation of tea; served to them in the stylish VIVA teaware.

As tea service is being served at other tables, the servers may do well to point this out to their customers and invite them to consider trying out the new tea service they now offer.

WHAT DOES A TEA SAVVY PERSON WANT?

Whole-leaf tea or a quality tea product in a unique teabag would be the number one desire. No more inferior teaware. They want style, upscale teaware, proper water temperature, to know where their tea comes from and if there's a story about the tea infused with proper steeping times and steeping methods. Tea aficionados want to know someone put some thought and effort into their service of tea. They want ambiance, an experience, something different, something new, something rare, something to talk about and to share with others. They want tea from a reputable and local supplier or a recognized local teashop. (Tea that is: certified organic, fair-trade certified, with ethical practices, and kosher options, etc., are all factors to be considered when selecting a tea company.) These attributes will serve well in marketing materials and promotions and should be included on a tea menu. Hardly anyone outside of teashop owners understands the value of these qualities.

PRICING TEA AND TEA PRICES

HOW MANY CUPS OF TEA PER POUND & COST PER CUP

Pound Breakdown: A pound of tea can make anywhere from 160 - 200 single cups of tea, or more. The VIVA perfect tea spoon helping you measure your loose-leaf tea correctly, it will ensure a perfect brew every time. Not too strong, not too weak. Even a very good quality tea sold at \$100 per pound means the cost of a cup of tea would be only .50 cents. An upscale restaurant will charge \$3.50 - \$3.95. That's a markup of 600% or more.

Cost per Cup: The average, good quality teabag is anywhere from .35 cents to .45 cents. Low-quality teabags can range from .05 cents to .10 cents each. The average sit-down restaurant will charge from \$1.50 a cup to \$2.50, again with a markup of over 600%.

Re-steeping Leaves: A customer could request a refill of hot water for their cup or pot, use the leaves again, and truly feel they are getting good value for their money.

ICED TEA SALES

Iced Tea is the 3rd most requested beverage consumed in and outside the American home.

Profit Margins: The average fast-food establishment could be paying less than .05 cents cost on a glass of iced tea that many sell for \$1.50. That's a markup of 2,900%. Even if that iced tea was sold at .99 cents a glass, that's still a markup of 1,880%. With a better quality tea at the cost of .15 cents per glass sold at \$1.50, that's a markup of 900%.

Constant Demand: Americans love their tea on ice. With approximately 85% of the tea consumed being iced tea, it is not a market to take lightly. Promoting a higher-quality iced tea should be an easy sell. For the most part, what has been served in America is almost shameful. Extremely low-quality tea has been sold for decades to foodservice establishments, and it's time for that to stop. This is also part of the tea movement.

Just as there is a growing demand for specialty teas – a great deal of excitement and enthusiasm can go into making SPECIALTY ICED TEAS & CRAFT TEAS ICED. Specialty Iced Tea came in at #4 on the National Restaurant Association's (NRA) *What's Hot Culinary Forecast* list of top non-alcoholic beverages for 2017.

MAKING ICED TEA

Generally, the measurements for making iced tea are doubled. If the desired amount for an 8-oz. cup of tea were ½ tablespoon of loose-leaf tea, for iced tea use, 1 tablespoon of loose-leaf tea would be infused in an 8-oz. cup for the same steeping time as regularly required for that tea. A 16-oz. vessel is filled with ice and then the hot tea is poured over the ice, and served to the guest this way.

This method of preparation makes the best and freshest tasting iced tea imaginable. Sadly, this isn't the easiest way for most foodservice establishments, and strong brews of inexpensive tea are held in a large vessel until required, dispensed over ice, and then served to the customer.

A premium specialty iced tea service or a craft iced tea service could be featured and a premium price could be charged. Customers would have an exciting time if the steeping tea in a VIVA carafe and glasses filled with ice were brought to them, and they were allowed the honor of pouring their own freshly steeped craft tea over the ice. A timer could be brought with the serving vessels and upon the bell; customers could have the fun of pouring their own craft iced tea or pouring for each other.

Imagine a table of 4 or 6 guests all given glasses filled with ice, a VIVA iced tea carafe with hot tea steeping, and upon the sound of a bell or the emptying of a sand timer; they pour the freshly-steeped hot tea into every glass of ice.

4 glasses of iced tea normally at \$1.50 each = \$6.00 A craft iced tea steeping in a VIVA carafe for 4 at \$10.00 - \$12.00 will yield a nice profit and cause a sensation. Refills on the hot water should be free to steep leaves again, thus allowing the customer to feel they are getting a terrific deal. Not all leaves will yield a great second steeping, but this is also part of the tea experience.

TIPS FOR BEST TASTING TEA

Water: This is the key ingredient to making a great cup of tea. The taste of a top-grade tea will be lost if the

water is bad. Do not microwave water for tea or use water from the hot water faucet. Do not re-boil water or use distilled water. And do not add cold water to a pot of tea or a cup of tea.

Adjust the temperature of the water for the tea being preparing. Let the water cool down after it boils when making white and green tea. Water with a neutral PH level is best.

Proper Preparation: Teaware and tea utensils are cleaned before and after they are used. Teas are steeped at the proper temperature for the designated amount of time, or the customer is allowed to steep their own to their desired preference. Time and temperature are essential for serving tea properly.

Good Tea: Marginal tea can only make a marginal cup of tea and it makes a statement with diminutive appeal. Even a novice tea drinker will appreciate an establishment going the extra mile to feature unique tea selections. Good tea usually has a good story about its origin. Good tea service means an experience will be remembered. People rarely forget good stories or good service. Good tea requires good teaware.

THE VIVA TEA MOMENT

Tea has always had a gentle way about it. When we take quiet moments for ourselves to rejuvenate and recalibrate, those become empowering moments that help us feel better about our lives and ourselves. These moments with a cup of tea make us better people.

A beverage with the natural ability to stimulate and calm the human body and mind deserves the reverence of teaware befitting its mission.

VIVA creates a vessel that not only serves as a chalice holding the sacred brew but also makes the brew better, has the power to enhance that tea moment and turn it into a tea movement.

Every person has a purpose. For a blessed few, they know this innately, but for the many, they seek endlessly. Tea moments of clarity move one from doubt to belief; from chaos to stress relief. A tea movement has the power to change the world.

This movement can be done by improving the service of tea in this country by first changing the presentation of it. VIVA can do this.

WHAT TYPES OF RESTAURANTS ARE A GOOD FIT FOR VIVA?

- Full Service
- Willing Participants
- Commitment to the Tea & Customer Experience

WHOM TO TARGET FIRST?

- Upscale Restaurants
- Lunch & Dinner Establishments
- Hotels & Boutique Hotels

Target the top 20% of existing and loyal clients. There is already a rapport and proven trust level that has been established between the salesperson and their current clients. The top 20% will most likely be the most receptive to the VIVA product line and then approach the next top 20%.

SECONDARY MARKETS

- Spas
- Retreat Centers
- Health & Wellness Center

HERE'S WHY VIVA and WHY NOW!

In the all-new report *Foodservice Tea Market Trends in the U.S*, tea sales at food service establishments to increase steadily. Given the current industry momentum and tea's pivotal role in helping limited-service players grow lunch and afternoon sales, tea sales growth rates will inevitably trend upward over the next few years. While coffee has had the wind at its back, the \$20 billion foodservice tea market may have the edge in future growth momentum.

Moreover, they're going to need something to serve all this tea in, and with. This is VIVA because it's got the style, the appeal, the versatility, the quality, and the perfect timing of NOW.

VIVA TEAWARE

USP: Elegant. Modern. Balanced. Clever. Creative. Functional.

- The Absence of Traditional Teapot Lids – This is always a major concern in restaurants. Lids are the first thing to get broken and render a teapot unuseable. The silicone ring on the lids of VIVA teapots hold the lids in place securely when pouring. For the Victoria, offering replacement lids sold in sets of 6 would be wise, and appealing to any establishment that has encountered this problem.
- Quality Glass – Borosilicate Glass is Thermal Shock Resistant Glass and is crucial for the foodservice industry where products receive a great deal of wear and tear.
- Non-Drip Pots – The Silicone Tip on the VIVA pots not only prevents dripping and staining of fine table linens, but it also makes the spouts chip resistant. Chipping of spouts accidentally tapped up against hard surfaces, or when washed, is the second biggest issue in regards to teapot durability.
- Double-Walled Tea Glasses – These will be a huge hit when presented in a tea service. The absence of 'traditional' looking teaware will help remove the old stereotype of institutional teacups and saucers or mugs that have generally been used for tea in foodservice. The clear glass allows the color of the infused tea to be admired and appreciated as it almost appears to be suspended in the glass. The double wall provides ease of handling for the hot liquids the glass contains.
- Choice of Materials – Stainless steel, Silicone & Porcelain are all durable materials to handle everyday food service use and abuse.

- The Bjorn Sets – Presented on the tray which accompanies this set of clear glass teaware is going to wow every patron and present the tea in a most fitting fashion while revealing the various colors of the infused tea.
- The Infusion Pots – Clear or Porcelain, along with the Anytime Tea Cups, or the Minima Balance Cups, or any of the Double-Walled Cups with this set will make a statement of exclusivity and individuality when being presented at a table. This is what the Tea Movement is all about; doing away with the old and delivering the new with style.
- A Varied Selection – VIVA offers options. Serving tea to one or two doesn't have to look the same for serving four or more. Creating different startup packages with the various options from VIVA may be quite appealing to an uncertain client. Or, they can choose a consistent style that works with their decor or food themes, or they also have the option to provide a completely different style of teaware in their establishment which will accent the uniqueness and exceptional tea service of.
- Distinction – The Isabella, The Lucas, The Victoria, and The Nina, all offer several options for cup selection. Perhaps the same cups may be used with all four of these teapots which will provide even greater versatility in foodservice establishments, such as, the Double-Walled Glasses. All of these teapots highlight the distinctive differences of a VIVA tea service to make any restaurant beam with pride and excite the servers enough for them to encourage the sale of tea.
- Make a Statement – VIVA teaware will draw attention. It makes a declaration different from most other places, traditional or upscale. VIVA is a testament to tea; both to moments with tea and a movement to upgrade tea service in the foodservice industry that is long overdue.

COMPETITION

Top Contenders: TEAVANA, BODUM, FORLIFE, TEA BRANDS WITH TEAWARE

Not competing with: commodity / price driven non-branded ware. Poor quality / designed items.

HOW TO HELP THE CUSTOMER TO CREATE BETTER TEA EXPERIENCE

Know What Product is a Good Fit: Assess an establishment's needs. Suggest what could work. That upgrading to VIVA teaware will enhance and encourage the sales of a beverage with a high-profit margin, and compared to other restaurant upgrades; VIVA is very affordable. And why quality is always a good fit and an investment for immediate sales, as well as future sales. It's about *now* and what's *next*.

How to Get Started: Anticipate what the establishment needs just to get started. They won't know. It's going to have to be figured out for them and presented to them. This will help a confused mind tremendously. A confused mind, usually says no. A busy mind isn't completely focused on what's being said or presented. Keeping things simple will make it easier to get a, yes.

Tea Knowledge: Having a core understanding about the beverage and the tea industry is going to be a huge asset. Knowing statistics about profit margins on a cup of tea, a pot of tea, iced tea, and numbers about how a small investment can pay off. Having a potential customer see or hear these stats will be very convincing.

Tea Companies to Help: Some tea companies offer training to hospitality staff members from establishments that purchase their teas. Many tea companies would probably do what they could to help a manager and their staff members with a tea program but do not have any 'formal' program established. It's better than nothing but a busy place could end up struggling with a tea service program if they don't have a solid plan behind them.

CREATE CUSTOM PACKAGES

Bundles and Branding: Offering start-up bundle pricing keeps things simple. If packages are calculated and options presented while keeping an establishment's branding and reputation at the forefront of the conversation, along with the vision of quality, exclusivity, and additional revenue, this should be a winning proposition. Case pricing structures on certain items, such as the double-walled tea glasses.

Suggestions for Ease of Implementation: Taking on a large responsibility isn't usually appealing for those who are already over tasked. Small changes, upgrades, better quality, something new and exciting, along with simple steps, can generate significant profits

ADDITIONAL TEA INFORMATION

CURRENT TEA DRINKING STATISTICS IN AMERICA

TEA DRINKERS ARE: 48.6% Male and 53.2% Female

WHERE ARE THEY DRINKING TEA?

79.5% – At home 15.9% – Away from home 4.6% – Another person's home

WHEN DO THEY DRINK TEA?

Morning – 15.1% Lunch – 25.5% Snack – 10.0% Dinner – 38.4% Evening – 11.0%

It was predicted that between 2014 - 2019 an increase in personal disposable income in the U.S. would further fuel tea industry growth. As such, the U.S. tea industry is forecasted to grow by approximately 3.3% annually between 2014 - 2019.

TOTAL HOT TEA CONSUMPTION IN THE USA

Total tea sales in 2016 were \$14.5 billion dollars.

The HOT TEA MARKET is reported at \$2.5 billion dollars.

HOT TEA outperformed coffee and all other hot beverages in the foodservice industry by 3% in 2015.

Total category sales for HOT TEA have increased more than 15% over the last 5 years.

HOT TEA SALES are forecast to have a compound annual growth rate of 4.3% from 2015–2020,

outpacing growth from the past 5 years.

Household usage of tea is 72–77%.

75% of consumers drink tea with 19% reporting they drink only hot tea and 17% saying they drink only cold. The majority split their consumption.

TEA DRINKING STATISTICS IN CANADA

Canadians drink 10 billion cups a year. Early Grey and Chamomile Herbal tea are the two most popular hot tea beverages in Canada. Predicted growth market is between the ages of 19 through 37 years. Millennials purchase 64.4% of specialty teas for an annual sales amount of \$145 million. This age group will have 11 different brands of tea in their pantry consisting of 16 different tea varieties.

The 'average' person will have 7 to 8 different brands in their pantry with 12 different varieties.

Canadian Millennials even on a tight budget see tea as an "affordable luxury."

LATEST TRENDS

Health and Wellness; the desire to be healthier and make better food and beverage choices.

Natural Foods; less processed, less sugar, fewer additives, closest to nature.

Variety and Availability; new experiences, ethnic foods, new flavors, many varieties.

Transparency; customers want to know where things come from; they love a story.

Sustainability; environmental issues affect choices.

A healthy lifestyle is growing in importance among the population, increasing 23% in importance since 2007. In addition, 69% of the population indicates they will take whatever means necessary to control their own health.

84% of consumers are taking more responsibility for their health today compared to 10 years ago. The most important drivers of this behavior are the desires to be in one's best mental health to live a long life and to remain independent in their later years.

Tea and Food Pairing

Cooking with Tea – Baking with Tea – Chocolate and Tea – Meditating with Tea – Cocktails & "Mocktails" made with tea; these are all becoming chic and adding to the growth of the tea movement. Many personal care product manufacturers are using green tea extracts for enhancing skin health. It's also in shampoos, lotions, anti-aging creams, and cosmetics. Green tea extracts are added to herbal supplements, weight

loss supplements, energy drinks, etc., and all of these are driving up the demand for tea.

Categories doing extremely well on the market: ready-to-drink bottled & canned teas, matcha, kombucha, specialty teas, artisan tea, blooming teas, tea lattes, sparkling teas, cold-brewed teas, ice-steeped teas, sweetened tea in gallons, functional teas, hybrid teas, craft teas, refrigerated teas, remedy teas, jellies with tea, frozen treats with tea, sorbets, syrups, tea with yerba mate, and the list continues to grow. Candles, air fresheners, incense, as well as cleaning products and dish soaps, etc., are featuring Green tea as the fragrance. (tea tree or tea tree oil is not from the tea plant)

HIGHEST GROWTH CURRENTLY IN THE TEA INDUSTRY

Ready-To-Drink Teas: (RTD)

This category counts for \$5 Billion in sales annually and is rising. It's almost 50% of the tea market in America. Sales of RTD teas are estimated to rise 30 – 35% (4 – 6% CAGR) over the next five years.

Teas in a bottle or can were consumed at the rate of 37 billion liters in 2016. Up 40% since 2011. By 2021, it is estimated this will rise to 45 billion liters.

Significant growth was most evident in REFRIGERATED TEAS, which crossed the \$1 billion thresholds for the first time. Sales increased 9.2% compared to a year ago.

The U.S. leads the rest of the world in marketing convenient Ready-To-Drink forms of tea in bottles.

MATCHA GREEN TEA

In 2014, the sales of Matcha Green Tea rose by 54.9%. The demand for matcha in almost everything is still holding strong in 2017 and predicted to grow by 25% through 2018 and beyond.

The two main categories of matcha drinkers: the health conscious, and the culinary creatives.

Four ways to know the quality of matcha: country of origin, color, taste, and price.

Three most popular ways to have Matcha: matcha lattes (hot & cold) matcha added to smoothies, protein shakes, fruit juices, and baked into anything the mind can conceive.

The GRADES of Matcha: Ceremonial. Premium. Cafe. Ingredient. Kitchen. Classic.

THE NEXT BIG THING for Matcha: Canned Nitro Matcha & Kegged Matcha

KOMBUCHA

The global Kombucha market is estimated to grow from USD \$0.6 Billion market in 2015 to USD \$1.8 Billion by 2020, at a CAGR of 25.0% from 2015 to 2020.

Kombucha is tea-based beverage produced by fermenting a sweetened black or green tea with a culture of yeast and bacteria.

May be referred to as *mushroom tea*. However, Kombucha is not made from mushrooms, but the bacteria and yeast that grows on top of a sweetened tea-based liquid form a blob on top that resembles a mushroom.

Claimed to be a tonic and/or probiotic which aids: digestion, sleep, weight loss, and detoxification; stimulates the immune system, prevents cancer, stops hair loss and improves liver function, and supposedly numerous other things.

DECLINING TRENDS

SINGLE-SERVE TEA UNITS (PODS) PLUNGED 23.6% stating that wasteful packaging and poor tasting beverages were the top reasons for the decline.

INSTANT TEA POWDERS & CRYSTALS sales fell 6.3%.

THE DIFFERENT TYPES OF TEAS



All tea leaves are plucked, weighed, transported, sorted or sifted, withered, rolled, steamed, oxidized, and dried or fired in a particular way for each specific tea category. Often teas will be sorted again after the firing and drying. Then the controlled tea tastings begin for the quality and categorizing of each batch.

Leaves are dried with or over some source of very low heat; from ovens to wok-like pans; except white tea.

The Tea in Teabags: The leaves are first withered, but after this, they are put through a series of rollers (like an old wringer washing machine), covered with small, sharp teeth. These teeth and rollers, CUT, TEAR, and CURL the leaves, thus producing tiny granules which are perfect for teabag use; often called CTC teas. After this, they go through the same oxidation and drying process as the Orthodox method. The tiny little pellets of tea infuse quickly with the full flavor released through the teabag. Green tea may be prepared this way, too, for teabag use, but not white tea or oolong.

Loose-Leaf Tea: The Orthodox method of preparation is where the leaves stay whole and intact, therefore maintaining the integrity of most of the leaves. This method can be done by hand or by machine. There will

be breakage, so leaves are sifted through a series of sieves to catch the varying sizes of broken leaves. These pieces are sorted into grades according to their size: whole leaf, broken, fannings, and dust. Fannings and dust are what typically go into teabags but can come from good grades of tea.

Black Tea:

The most highly oxidized of the tea family; black tea is the favored tea of England and North America. Turkey is the world's largest per person; consumer of black tea at over 16 pounds each, per year. America doesn't even make the map as a contender. Leaves of different tea cultivars produce black teas as varied as you see here. Familiar black tea names are Assam, Darjeeling, Ceylon (Sri Lanka), and these are all regions that grow black tea. Africans and Middle-Easterners make the top ten black tea drinkers of the world. English and Irish Breakfast teas are usually a blend of full-bodied black teas grown in India and Africa, perfect for milk and sugar. Almost 85% of the tea consumed in America is black tea and is iced.

White Tea:

Only the youngest and most tender leaves are plucked for white tea. The leaves have not yet opened fully, and are referred to as, *buds*. They have a slight velvety "down-like" appearance, silver in color, and these are tiny hairs. These leaves are allowed to dry in the sun or at very low temperatures. No processing is done; therefore, no oxidation occurs. The leaves remain whole, intact, and green to silver in color. The infusion (the liquid) after steeping is very light in color, to almost no color, with a hint of natural sweetness, producing a delicate and delightful flavor



Yellow Tea:

This is a rare category of tea. The very young leaves are dried slightly over a heat source and then wrapped (smothered) in a special cloth. This step is repeated several times until the tea is perfect. The leaves will have a slight yellow tinge to them. Similar to green tea visually, but the taste is less "grassy" and mellower than green tea; the leaves are more aromatic, as well.



Green Tea:

Two leaves and a bud are *plucked* to make green tea. Only new growth is used to make to all tea. The heating process also stops the oxidation process, which keeps the leaves green. High-end teas are all hand rolled and varied from pointed, curly, twisted, and round. Machines are also used to shape the leaves to the desired specifications.

Japanese and Chinese green teas are very different tasting and looking. Each has their own style of tea preparation.

Matcha Green Tea

Matcha Powder is made by taking top grade tea leaves that have been shaded before picking, then go through similar drying processes, and then stone ground into a fine brilliant green powder. A whisk is needed to properly dissolve the powder. The infusion is dark green froth on the surface. Matcha green tea powder has many grades, too. The top grade is referred to as "ceremonial matcha," and it is very expensive. It is becoming very popular to bake with matcha and add it to muffins, cakes, ice cream and just about anything. Entire shops are opening that just serve matcha in myriad ways.



Oolong Tea:

Translates to *Black Dragon*. Oolong Teas are "fussy" teas, and as a result, they are wonderful and vary considerably. Withered tea leaves are rolled lightly to bruise and crush the cell walls inside the leaf. The longer the bruised leaves are exposed to the air, the browner the leaf turns. A true tea master is in control of this process and has the timing down to an art as well as a science. Oolong tea leaves can be steeped 3 to 5 times. Not all of those tightly rolled leaves are going to open in the first or second steeping. Some of the greener versions may have a slight teal color to them, hence occasionally referred to as, Blue Tea.

Bruising the leaf releases the enzymes and essential oils that alter and enhance the flavor of the tea. Slicing an apple damages and opens the cells of the apple which when exposed to the air, turn brown; it is the same for tea leaves.

Pu-erh Tea:

This is a mysterious tea; is becoming very popular in America, especially among tea savvy people. It is an aged tea, and like an aged wine develops different characteristics as it ages. The reason we thoroughly dry tea leaves is to prevent them from molding and spoiling. Pu-erh Tea, however, retains enough moisture to



create controlled microbial activity as it ages. It is a fermented tea with probiotic benefits. It is pressed into solid cakes and sold as hard round discs wrapped in paper. Also referred to as "dark tea." Pieces are broken off the cake, rinsed, then infused many times.

HERBAL TEA

These can be roots, twigs, berries, flowers, bark, leaves, and such, from thousands of different sources. It is best to refer to these as Herbal Infusions.

TISANES

Pronounced *tee-sans*, these usually refer to herbal selections made from dried fruits. The name is

interchangeable with herbal infusions. They do not contain any dried tea leaves.

Detox & Diet & Slimming Teas

These are becoming hugely popular, largely with false claims, and usually consist of a variety of healthy herbs and tea selections, as well. Some of the herbs used in these blends will have laxative properties, and this is why weight loss may appear to happen rapidly. The scale reflects the dramatic loss of body fluids, not necessarily fat loss. These can be dangerous if used improperly. The tea selection mixed in with these herbal blends is often a lower grade of green tea or oolong tea. When used properly one can flush out toxins in a healthy way.

Specialty Teas & Artisan Teas

Teas such as these are currently very much the rage and will fetch a good price because of their uniqueness. These are also hand-tied and hand-rolled, and cause quite an excitement, as they are unfurling.

SUGGESTED TEMPERATURES & STEEPING TIMES FOR SPECIFIC TEAS:



TEA HISTORY IN AMERICA

The famed Boston Tea Party was when Americans dumped 92,000 pounds of tea leaves into the shipping port harbor. This historical event was in rebellion and refusal of the high taxes on tea imports being demanded by the British. This act of defiance was the unofficial beginning of the American Revolution, and tea drinking dropped dramatically. It was formally deemed "unpatriotic" to drink tea, and this is when

America became a coffee-drinking nation.

Before the 1940s, there was limited consumption of tea in America, hot or cold. After World War II, Nestle introduced powdered tea as an Instant Iced Tea Mix by freeze-drying liquid black tea. A "trend" began when "health foods" and "health food stores" became popular in the 1960s and 1970s.

Today, tea is found in nearly 80% of all U.S. households. 158 million Americans are drinking tea every day with almost 85% being black tea and being poured over ice. In 2016, Americans consumed almost 84 billion servings of tea; that's more than 3.8 billion gallons. Green tea is far surpassing black tea in growth here in America. Herbal teas and black tea growth has been *flat* over the last decade but are seeing some increases lately.

THE CEREMONY OF TEA

The Japanese Tea Ceremony

Is an intricate and delicate celebration of tea. However, it is also about the honor of serving the tea, as well as honoring the person receiving the tea. It is studied as a *way* of art and each movement while preparing and serving the tea is significant. Minimal talking takes place during the ceremony; this allows for a deeper communication of spirits to happen by eliminating the chatter of "small talk."

Afternoon tea

attend Afternoon Teas once or twice a year. One could say this was the British adapted version of a tea ceremony that perhaps went awry. Often confused and incorrectly called, "High Tea," what is served in upscale hotels and certain teashops is properly called, "Afternoon Tea." Typically, served on three-tiered trays are labor-intense desserts, finger sandwiches, savories, and scones. The tea served is not always top grade, nor are many selections offered in numerous places because more emphasis is on the food. The staff doesn't usually get much tea training, either. These teas are highly priced, not usually designed with men in mind, and patrons typically

The Chinese Celebration of Tea

Originally, out of respect for tea, nature, and the desire for peace, the Chinese tea ceremony was a blending of Confucianism, Taoism, and Buddhism. From more religious in nature, the tea ceremony evolved to become more of a social, cultural, traditional, and celebratory occasion to drink tea together. Many young couples about to marry will perform a tea ceremony for both sets of parents and grandparents as a sign of respect and gratitude for raising them. The couple is often presented with financial gifts from their family members at this *wedding tea ceremony*.

SCIENTIFIC FACTS ABOUT TEA

Oxidation of Tea: This is when the green leaves turn brown. The cell structures of the leaf have been bruised and broken, and then exposed to the air. This procedure activates the enzymes present in the tea with the outcome being a variety of tastes and aromas, resulting in different liquor color, strength, and briskness in the tea.

Tannin in Tea: Tannins are excellent antioxidants. They contribute to the color of the tea. Green and white teas have fewer types of tannin. There is NO tannic acid in tea; it is a tannin, but not one found in tea. Tannic acid is used to tan animal hides. The tannin and L-theanine counteract the effects of the caffeine in tea to give it its calming effect. Red wine has healthy tannins, as well, and both have a mouth feel. Tannin can be slightly bitter. Tannin protects a plant or a fruit from being eaten or destroyed by bugs or animals. Eating a green banana will give one the taste and feel tannin.

Caffeine: All tea contains caffeine. It is a natural chemical compound of the tea plant. A cup of tea can have less than a third of the amount of caffeine in a cup of coffee. Longer steeping times increase the release of caffeine. Cooler water and shorter steeping times will release less caffeine. The L-Theanine in tea alters the effects of caffeine on the human body. L-Theanine is used in anti-anxiety medication and supplements, and is often referred to as, Theanine.

HEALTH BENEFITS OF TEA

Polyphenols: Provide the potential antioxidant health benefits of tea. They include catechins, theaflavins, tannins, and flavonoids. Green tea contains high amounts of the catechin, EGCG (Epigallocatechin gallate). This is what usually makes the news about green tea being beneficial for weight loss, and/or metabolism enhancement.

Antioxidants: Scavenge for cell-damaging free radicals in the body and detoxify them. The flavonoids of tea: which are the thearubigins, epicatechins, and catechins are the antioxidants of tea. These antioxidants are different from those found in fruits and vegetables and said to be numerous times better. We generate by-products (free radicals) from the oxygen we need for our bodies. Numerous factors contribute to why these free radicals attack our healthy cells; having enough antioxidants can neutralize the effects of free radicals. However, if one is lacking antioxidants, the body can do strange things that contribute to illness and disease.

Preventative Care: By getting enough antioxidants, we can prevent unhealthy cells from turning on each other or on healthy ones. The health benefits of tea range from possibly boosting the immune system, aiding with digestion, protecting bones, destroying mouth bacteria, preventing cavities, boosting metabolism, reducing the risk of heart attack and heart disease. Also for reducing stroke risk, protecting the teeth, helping to battle cancer, lowering cholesterol, reducing cortisol levels, acting as an anti-inflammatory, increasing focus, mental clarity, enhancing concentration, reducing the risk of dementia, and help act as anti-allergen. There are no definitives and we cannot prescribe tea as a cure-all. It is best to drink it and think of it as preventative care.

NEW ON THE SHELF IN 2017

1. Ice-Steeped Cold Brew RTD 2. Cold Brew RTD 3. Organic Cold Brews RTD 4. Craft Iced-Teas RTD 5. Tea with Beetroot RTD 6. Thai Carrot Kombucha RTD 7. Revamped Fruit-Flavored Teas RTD 8. BPA free bottles & PET recycled bottles of Unsweetened Black Tea RTD 10. Single Serve Matcha Packets

WHOLE LEAF vs. LOOSE LEAF

People want to argue that loose-leaf tea is always better than teabags. Just because it is a loose leaf doesn't necessarily mean it came from a good batch of tea, or a good blend, or that it is top grade, it could be a very low-grade tea that hasn't been turned to dust.

Whole leaf is generally a higher grade; good leaves that remain whole and unbroken. Broken leaves can be of a high grade or low grade and sold as loose-leaf tea. Understanding the difference is the key when making purchases from a tea company or supplier for food service of any style.

Teabags are getting larger to accommodate whole leaves and loose tea leaves. Some of these new fangled teabags can contain top grades of tea. It is essential that knowledgeable questions be asked of suppliers.

The teabag is claimed to be an American invention quite by accident by a turn-of-the-twentieth-century tea importer, Thomas Sullivan. He decided to cut his costs of sending tea samples in small tins by sending his existing and prospective clients, loose-leaf tea in silk pouches. Most did not know what to do with the samples and simply dropped them into boiling water, and preferred it this way! It took a long time for the teabag to catch on and the British were disgusted by the use of it.

A New Way of Tea

Still with elegance and refinement as the goal, a new type of tea service is long overdue. The tea movement is for many age groups and certainly welcomes men and makes them feel much more comfortable than Afternoon Tea. A tea service that can be easily incorporated into the feel and ambiance of an existing establishment has a much greater likelihood of frequent repeat business than Afternoon Tea does.

Yes, it's a new way of tea and every establishment should have the right to decide how *their way* is going to be without following just one practice but welcoming many traditions of tea. Customer input should be highly valued as a tea service comes together in each establishment to accommodate a new style of tea that makes a statement of elegance that is received well and exceeds expectations.





PERFECTING THE TEA MOMENT