



ART OF TEA



RITUAL GUIDE







Learn About Tea

THE HISTORY OF TEA

Tea was accidentally discovered over 5,000 years ago by a wondrous Chinese emperor, sage, and philosopher when tea leaves blew into his pot of boiling water. He claimed its wonder and the rest is history...

WHAT IS TEA?

All tea comes from an evergreen plant known as *Camellia Sinensis*, which thrives in highland tropics and sub-tropic regions. Much like wine grapes, all tea leaves come from one plant and will deliver varying finished results depending on the region, varietal, weather conditions, soil, and crafting once the leaves are picked and harvested. These finished results determine where the tea fits in one of the five major tea categories: White, Green, Oolong, Black, and Pu-erh Tea.

Herbal select botanicals and/or fruit infusions however, are referred to as tisanes as they do not contain any tea leaves and are usually caffeine-free, with the exception of yerba mate and its close cousin, guayusa.



Your Daily Ritual

Close your eyes and imagine what it feels like to receive that special something you've been really hoping for. All your senses chime in for a chance to be in that moment. Sometimes, all your senses may overload, creating that extra sense of sheer euphoria. Right then is the perfect moment to really take notice of your surroundings. What is it you are feeling?

Enjoying the process of preparing your tea can be a fulfilling part of your daily ritual. We invite you to take a few moments each day to heighten your senses and enhance your tasting experience while exploring the art you have created in your teacup.

TASTE

Tea is not only meant to be enjoyed through taste. We were given many senses to enjoy life and tea should be no different. Because tea is like life, it can be bitter, sweet, hot, cold...but in the end you realize how wonderful it all is. In fact, after calling up touch, scent, sight, and sound to join in on the fun, your taste buds will wonder where they were the rest of the time.

TOUCH

Play around with your tea leaves and botanicals. What do they feel like

before and after steeping? Feel the warmth of the water temperature. Gently place the back of your hand on a pot of hot, not boiling, water. Try to determine when the pot feels about the same temperature as your hand. Since our bodies are naturally around 98 degrees Fahrenheit, when the water and your body temperature feel the same, the water should be around 98 degrees. With practice, you will be able to determine warmer temperatures for the appropriate tea. Not only will this impress your friends, but you will begin to get “in touch” with your senses.

Speaking of getting “in touch”, that is one of the great benefits of tea. It allows you to get in touch with yourself (mind, body and soul). It helps calm the mind while relaxing the body and soul. If you are feeling sluggish and need to recharge, each sip of tea will give you what you are looking for. As you feel each sip of tea slide down your throat you can feel yourself slowly letting go of the days worries and start to live in the present moment and enjoying everything around you.

SCENT

Take a deep breath in and then exhale all the air out. With your next inhale, allow your olfactory senses to fully open and take in the aroma of your tea. What emotions are you triggering? Does it remind you of something? Maybe your grandmother's apple pie or the crisp smell of the air after a heavy rain? Have you ever noticed that the yummiest something smells the larger breaths you take

in and the calmer you feel? Your emotions are strongly tied to your sense of smell and, not coincidentally, the tea you are sipping is closely connected to the memories you have and will create. Take a moment to notice what your nose is telling you about your cup of tea.

SIGHT

Tea comes in a variety of different shapes, sizes and hues. What makes your tea stand out? Are the leaves dark or vibrant? Are they short and wiry or are they perhaps flat and sword shaped? As your tea steeps, watch the transformation as the leaves unfurl and expand from its dry form. Give yourself an opportunity to marvel at the beauty inside your cup. What color does your tea look like once it is fully steeped? How about when it's under steeped or over steeped? As you begin to see your tea in a different light, you may also start to notice the beauty of the things around you from a new perspective.

SOUND

Listen to the sound of the leaves as you scoop your tea into your infuser. Do they crunch and crinkle or are they soft and quiet as they make their way onto your tea scoop? How about the sound of the water as it glides like a mini waterfall into your teacup? Can you hear the sound of the leaves as they begin to unfurl? What does your tea say to you...and about you?



Ritual Guidelines

Finding the perfect taste experience is part of the craft. These are general guidelines, so please feel free to experiment. Teas can be prepared in teapots, infusers and other teaware.

- Fill your kettle with freshly drawn water and bring to a boil.*
- Generally, for an 8oz cup of tea, use one level teaspoon for fine teas. For fuller, fluffier teas, use one rounded, heaping tablespoon. We recommend using our Perfect Tea Spoon for an accurate measurement.*
- For a stronger cup of tea, use more tea leaves but it is advised that you stick within the recommended steeping times to avoid bitterness from over-steeping.
- Pour hot water over tea leaves, cover and infuse. We recommend using a tea timer, such as Art of Tea's Perfect Tea Timer for best results.*
- Loose leaf teas can be re-steeped multiple times.
- Enjoy your customized tea and allow your taste buds to unfold the unique characteristics within your cup.

* You may refer to the chart on page 9 for Suggested Water Temperatures & Steep Times for your tea selection.



Suggested Steep Times & Water Temperatures

The science of tea tasting is to do what tastes right. Learn and gauge according to your taste buds. Here is a guideline to get you on the right track. Investing in a level hot water dispenser would be a great tool for your journey into tea.

TEA TYPE	WATER	6-8OZ	STEEP TIME
White	175°-185°	1 tbsp	1-3 min
Green	180-185°	1 tsp	3 min
Black	206°	1 tsp	3-5 min
Darjeeling	185°	1 tsp	3 min
Oolong Rolled	185°-206°	1 tsp	3-5 min
Oolong Long Leaf	185°-206°	1 tbsp	3-5 min
Tisane	206°	1 tbsp	5-7 min
Raw Pu-erh	195°	1tbsp	3-5 min
*Half & Full Baked Pu-erh	206°	1 tbsp	3-5 m

**First soak 30 seconds then flush. Steep.*



Choosing Your Water

Your tea ritual should begin with fresh cold water. Spring water or filtered water is recommended. Low mineral bottled water or distilled water can be used if water in your area is hard. For optimum results, it is best to avoid reheating the same batch of water. Either boil small batches of water one at a time, or dilute already heated water with fresh water. This will allow more control of the temperature and a more enhanced tasting experience when steeping your tea.



Storing Your Tea

We at Art of Tea guarantee that our handcrafted artisan teas will leave our facility in peak condition. Proper tea storage will help you to preserve the flavor and freshness of your tea long after its production.

- Stored properly, unflavored teas can last up to one year or more.
- Flavored teas can last up to six months.
- We recommend storing your tea in airtight containers to ensure longevity, and keeping away from heat, moisture, and exposure to light.
- Teas are fragile and can easily be altered due to neighboring spices and aromas, so it is best to store them in an area where the leaves cannot be permeated.



Your Relationship with Art of Tea

With Art of Tea as your personalized source for the highest quality teas and botanicals, we invite you to join us in our exploration of tea as we passionately continue to learn and seek out new perspectives on this endlessly creative and enjoyable brew.

Our goal is to provide individualized attention to each blend to ensure our teas are setting industry standards. As a result, our teas and tisanes are customized and hand-blended to create an array of taste profiles designed to reflect and enhance the unique qualities and needs of our customers.

Creating a global community for tea drinkers and building resources for them is an important function at Art of Tea and because these practices are so important to us, many of our teas are certified kosher, fair trade and organic.

We invite you to experience the high quality taste, aroma and purity that our select teas offer as you begin your own journey into the world of tea.



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