



ART OF TEA

WELCOME GUIDE

Thank you for joining our Wholesale Tea Program.

I wanted to personally welcome you to Art of Tea. We look forward to serving you and providing you with world class teas. We sift through the best ingredients to hand blend you a product you're proud to serve.

Our goal is to provide individualized attention and ensure your tea program is setting industry standards. Our teas and tisanes are customized and blended to create an array of taste profiles and health attributes, which reflect and enhance the quality environments of our customers.

In this welcome packet, you will find the tools necessary to get started with the Art of Tea wholesale program.

Should additional questions arise, please don't hesitate to contact us.

We look forward to working with you,

A handwritten signature in black ink, appearing to read 'Steve Schwartz'.

Steve Schwartz, CEO



About

Art of Tea is a tea importer and wholesaler based in Los Angeles, California. We hand blend and custom craft the world's finest organic teas and botanicals. Our teas are carefully selected directly from growers, each one offering a unique story.

The seeds that formed the foundation of Art of Tea were first planted in 1996 when Steve Schwartz began his journey of extensive study in preventative medicine at the Ayurvedic Institute in New Mexico. Since then, Art of Tea has become a leading purveyor of organic and specialty teas. Each year Steve travels extensively, returning with rare and unique teas from around the world.

Steve Schwartz is known by many authoritative figures in the tea industry as a Master Tea Blender. He has blended award winning teas under our Art of Tea brand and his blends have won awards offered under our private label program for tea companies around the world. His drive and passion for expanding people's knowledge and history of tea is captivating. Steve has lectured sold out tea blending classes for World Tea conventions and frequently travels to offer educational programs on tea and tea blending.

Through his travels in Asia, India, Africa and the Middle East, Steve and Art of Tea have developed close relationships with farmers and distributors. These personal relationships, a hallmark at Art of Tea, make possible the offering of top tier organic teas and select botanicals, while ensuring that both employees and teas are treated with great respect. At Art of Tea, our intensive care program combines aesthetics with passion, flavor and high quality control.





How to Order

Different businesses have different policies. That's why we made the ordering process flexible and easy. There are four ways you can order from Art of Tea, meaning you can do whichever method is most convenient for you!

ORDER ONLINE

Sign into wholesale.artoftea.com using your Wholesale Account login. Shop and order by selecting your products, adding them to your cart, and checking out.*

SHOOT US AN EMAIL

Send an email to support@artoftea.com listing the specific products and quantities needed and we'll be happy to place the order for you.

CONTACT YOUR ACCOUNT REPRESENTATIVE


If you have an Art of Tea account representative working with you, feel free to contact him or her to place your order, either by phone or email. (Helpful hint: Your representative's email address will be his or her first name @artoftea.com)

CALL CUSTOMER SUPPORT

You may also call our customer support line to order through our customer support team. The number is 1.877.268.8327.

Art of Tea Hours of Operation are M-F from 8:30 am - 4:30 pm PST

**Want to make online ordering even simpler? Save your go-to products in your wishlist for quick and easy re-ordering. The "Add to Wishlist" function is under the "Add to Cart" button. You can access your wishlist by clicking "My Wishlist" from the menu below the search bar.*



Innovate with Art of Tea

We encourage creativity and innovation in the tea space. Our team is available to help craft a unique experience for your customers. We'll work with you to generate:

Tea Menus

Cocktail Recipes

Shaken Iced Tea Recipes

Food Pairings

Iced Teas on Tap

Iced Tea Spritzers and "Sodas"

Desserts and Ice Pops

And more.

Tea Brewing Best Practices

Ensure you’re providing the best tea experience possible by following our brewing best practices. We recommend posting this guide in a high-traffic service area so it’s easy to access and refer to whenever necessary.

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 long after its production.

We recommend storing your tea in airtight containers to ensure longevity, while keeping away from heat, moisture, and exposure to light.

Teas can be easily altered by neighboring spices and aromas, so it is best to store them in an area where the leaves cannot be permeated.

Stored properly, unflavored teas can last up to 18 months.

Flavored teas can last up to twelve months.

Matchasticks can last up to twelve months.

Wrapped Eco Pyramid Teabags can last 24 months.

CHOOSING YOUR WATER

Water quality greatly impacts the flavor of your teas. Great water will yield great tea.

For best results, we suggest:

- Spring or filtered water
- 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.

USING THE RIGHT AMOUNT OF TEA

Generally, an 8 oz. cup of tea uses one level teaspoon of tea. 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 stay within the recommended steeping times to avoid bitterness from oversteeping.

Pre-measured teas, like Matchasticks and Eco Pyramid Teabags, are perfectly portioned and do not need further measuring.

WATER TEMPERATURE AND BREWING TIMES

To avoid bitterness and to create the best flavor experience possible, steep tea using the appropriate water temperatures and brewing times on the chart below.

TEA STEEPING CHART			
TEA TYPE	WATER	6-8 OZ	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°	1 tbsp	3-5 min
*Half & Full Baked Pu-erh	206°	1 tbsp	3-5 min











**First soak for 30 seconds, flush, then re-steep. Most teas may be steeped multiple times.*

PREPARING FRESH-BREWED ICED TEA


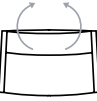

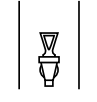


When choosing a method to brew iced tea, it's most important to take your business's volume into consideration. Below, you'll find manual brewing instructions for 2 Quart and 3 Gallon iced tea packages.

We recommend brewing 2 Quarts of iced tea if you're a smaller business, you have several iced teas available, and/or you'll primarily be making drinks in a service area. We recommend using 3 Gallon iced tea pouches for larger volume businesses and/or use with an iced tea dispenser.

ICED TEA BREWING INSTRUCTIONS

HOT BREWED RECIPE		Add one 2 quart sachet to pitcher
		Fill pitcher part-way with 3 cups of hot water
		Cover and steep for 4 min, then remove sachet from pitcher
		Fill pitcher with 5 cups of room temperature water. <i>Please Note: Using water that is too cold may cause the brew to become cloudy</i>
		Stir, pour into glass over ice, and enjoy!
COLD BREWED RECIPE		Add one 2 quart sachet to pitcher
		Flash steep in one cup of hot water for 2 minutes
		Fill pitcher with 7 cups of freshly drawn cold water
		Cover and place in fridge for 8-10 hours
		Remove sachet, pour into glass, and enjoy!

DISPOSABLE ICED TEA FILTER BAG BREWING INSTRUCTIONS

	Fill appropriate amount of dry tea leaves into filter bag (see table below)
	Fold flap over filter opening to seal tea inside filter bag
	Place tea filter bag inside iced tea container and add appropriate amount of hot water (see table below)
	Allow tea to steep for 4 minutes before removing teabag from container
	Pour appropriate amount of room temperature water into container to properly dilute tea (see table below)
	Mix tea well and dispense over ice

DESIRED AMOUNT OF BREWED ICED TEA	AMOUNT OF HOT TEA IN FILTER	AMOUNT OF HOT WATER TO STEEP	AMOUNT OF ROOM TEMP. WATER TO DILUTE
3 Gallons	Approximately 3 oz.	1 Gallon 4 quarts, 16 cups	2 Gallons 8 quarts, 32 cups
1.5 Gallons	Approximately 1.5 oz.	1/2 Gallon 2 quarts, 8 cups	1 Gallon 4 quarts, 16 cups
1 Gallon	Approximately 1 oz.	1/3 Gallon 1.2 quarts, 5 cups	2/3 Gallon 2.6 quarts, 10.5 cups

Do not keep tea overnight. Empty iced tea container between each brewing cycle and clean at the end of each business day. Follow daily and weekly cleaning instructions as provided by Art of Tea.

REUSING TEA AND RE-STEEPING TEA

We highly recommend discarding all excess brewed tea at the end of each day. The only prepared tea you can or should be leaving at the end of a day is cold brew iced tea, which may be left in a refrigerator overnight to allow for proper steeping.

Many teas can and should be re-steeped. In many cases, the flavor profile will be unique with each steeping. Re-steeping is not necessarily recommended for tisanes. You should also only re-steep within the first couple of hours of the first infusion.

ACCESS EVEN MORE TRAINING AND TIPS

Art of Tea offers training to all of its clients.

For tea lessons and articles, visit info.artoftea.com.

For a library of training videos for you and your team, visit info.artoftea.com/videos

CONCENTRATE TECHNIQUES

Tali's Masala Chai Concentrate

Ratio – approximately 2 ounces tea:1 gallon finished product (3.5 grams/8 ounces)

Feel free to adjust leaf to water ratio and/or steeping time to your personal taste.

2 Quart Yield (double strength concentrate)

1. Add 2 quarts hot water, bring to boil
2. Add about 2 ounces of Tali's Masala Chai to pot
3. Cover and steep on very low simmer for 10-15 minutes
4. Strain, then add simple syrup to taste if desired (1/3 cup of 50/50 equals 1 teaspoon/8 ounces)
5. Cool to room temp then refrigerate

6. To make a 16 ounce hot drink use 8 ounces of concentrate, 6 ounces of hot water, and 2 ounces of steamed milk. To make a 20 ounce cold drink use 8 ounces of concentrate, 6 ounces of cold water, 2 ounces of cold milk, and ice

Cold Brew Iced Tea

3 GALLON PORTION PACKS

Ratio – 1 portion pack yields 2 gallons of tea, 24 hours

Our 3 gallon portion packs are made for hot steeping on commercial iced tea machines. Like coffee, many people will use a higher leaf to water ratio for cold brewing. To accommodate this with portion packs, cut back on the water. Feel free to adjust the water amount and/or steeping time to your personal taste.

Straight 2 Gallon Yield

1. Add 1 pouch to container (8 quart Cambro works great)
2. Add enough hot water to cover leaves
3. Allow to bloom for 10-15 seconds
4. Fill container to 8 quarts with cool water
5. Cover and refrigerate for 24 hours
6. Strain through stainless steel mesh sieve

Concentrate for 4, 6, or 8 Gallon Yield

Same process only increase the tea leaves, then dilute when finished.

1. Add 2 pouches of tea to container to make 4 gallons. Add 3 pouches of tea to container to make 6 gallons. Add 4 pouches of tea to container to make 8 gallons.
2. Add enough hot water to saturate and bloom leaves for 10-15 seconds
3. Fill container to 8 quarts with cool water
4. Cover and refrigerate for 24 hours
5. Strain through stainless steel mesh sieve
6. Dilute to either 4 gallons, 6 gallons, or 8 gallons for service

LOOSE LEAF TEA

Ratio – 1.5 ounces tea:1 gallon water (2.5 gram:8 ounces), 8 quart Cambro, 24 hours

Feel free to adjust leaf to water ratio and steeping time to your personal taste.

Straight 2 Gallon Yield

1. Add 3 ounces of tea to container
2. Add small amount of hot water to cover tea
3. Allow to bloom for 10-15 seconds
4. Fill container to 8 quarts with cool water
5. Cover and refrigerate for 24 hours
6. Strain through fine mesh sieve

Concentrate for 4, 6, or 8 Gallon Yield

Same process, only increase the tea leaves, then dilute when finished.

1. For 4 gallons, add 6 ounces of tea to container. For 6 gallons, add 9 ounces of tea to container. For 8 gallons, add 12 ounces of tea to container
2. Add hot water to cover tea
3. Allow to bloom for 10-15 seconds
4. Fill container to 8 quarts with cool water
5. Cover and refrigerate for 24 hours
6. Strain
7. Dilute to 4 gallons, 6 gallons, or 8 gallons for service

Wholesale Support

Phone 877.268.8327 Fax 213.389.8328 Email support@artoftea.com

WHOLESALE.ARTOFTEA.COM



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