



Quarterly Newsletter

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Would You Like a Little Coffee in Your Tea?



Members of the Tea Association of the USA have a great networking opportunity coming up on March 19-21, 2009 by attending the National Coffee Association's Annual Convention in Boca Raton, Florida. An invitation was extended by Robert Nelson, NCA president and CEO, to Tea Association president Joe Simrany to make a series of tea presentations at their convention, and so the unlikely partnership was created.

Joe Simrany was invited to the NCA convention last year and his presentation on the profitability of adding tea to a coffee business was well received. Joining him were nearly a dozen people from the tea industry; an event reminiscent of the Tea Association's Annual Tea Convention.

The occasion promises to be a fantastic networking opportunity, and for that reason, many more Tea Association members have expressed interest in attending this year. Since there are so many natural affinities between the tea and coffee industries, we invite businesses to explore and capitalize on the potential that each has to offer.

Full details about the convention may be viewed on the National Coffee Associations website at www.NCAUSA.org where early bird registration fees are now available. **To take advantage of the discounted fees you must register by February 6, 2009.** Table top exhibits are available on a first-come, first-served basis by contacting Gerri Buchanan at the NCA at 212-766-4007.

In addition to many educational sessions, there will be several receptions and social events to facilitate important business and social contacts in both industries. Over 300 coffee executives are expected at this meeting as well as a sizeable group of tea executives.

For all of our members who thought the days of Tea Conventions were over, this is a unique opportunity to rediscover the good old days in a new and exciting format. We hope to see many of you in March in sunny Florida.

Meeting the CHALLENGES		Finding the OPPORTUNITIES
NCA's 98th Annual Convention March 19-21, 2009 Boca Raton, Florida		

Tea Importing: A Guide to Discovery

By OLIVER DEWGARD, DEWDROP TEA

Have you ever been told the best tea is grown in a particular province or region? Then immediately wondered what made this tea so unique, so special? For me, that question resulted in a trip to Japan to meet with prospective suppliers at the 2007 O-Cha(tea) Conference in Shizuoka, Japan.

Beyond the education benefit, the trip allowed me to establish a relationship with a supplier and to discuss our mutual needs on product, packaging and cost. I was able to observe the tea production process first hand while validating my particular tea's journey from garden to cup. While an overseas trip is not an option for everyone, our digital world has made it possible to contact and work with purveyors around the globe.

Finding a Tea Supplier

The US Tea Association and the Internet allows us to research a specific tea and to initiate contact with suppliers. You can use your industry network or government agencies, such as the US Embassy Commercial Section to supply a reference check or an interpreter during a trip.

Research the local tea industry to include how the tea is processed and marketed, i.e. bulk or custom packaging. While in Japan, I met enthusiastic suppliers willing to provide excellent teas in bulk form only. However, my current niche is tea bags, so I had to locate a partner that could work with my specific needs.

I began with a small order size even though it limited the economy of scale as it related to product and freight cost. Use this as a starting point towards achieving an appropriate return on investment.

Tea Transportation

After negotiating your tea purchase, you will need to arrange transport to your facility. For small shipments, the Post Office, UPS, FedEx, etc. are the preferred options. For larger shipments, the use of air freight or ocean transport can be arranged by a freight forwarder.

A forwarder is a licensed, logistic specialist who can arrange pickup, import clearance and delivery of your tea. Compare freight cost against how quickly you will need the tea delivered. Most tea enters the US as duty-free. One exception is flavored green, which is assessed a duty rate of 6.4% on the value of the tea imported.

Tea, FDA & Food Safety

Registering your tea shipment with the FDA will ensure food safety compliance. It is best that food importers self-register at FDA's web site under Prior Notice; otherwise, your broker will submit shipment information on your behalf. The site is a great resource for information from food labeling to safety.

I believe that discovering and sourcing the special teas of the world will ensure the continued growth of the US tea industry. I encourage you to include direct importing in your purchasing toolbox.



About the Author:

Mr. Dewgard, a Marine Corps veteran, has experience in logistics, cross-border sales and supply chain management. His online company, Dewdrop Tea, www.dewdroptea.com, imports Japanese green tea. E-mail: oliver@dewdroptea.com



Brewing An Ancient Beverage Safely

By RANDY POPE, BUNN BEVERAGE CENTER

This series of questions and answers addresses some of the most common concerns surrounding tea safety.

Q: What is the safe and proper way to brew iced tea?

A: According to the US Center for Disease Control and Prevention (CDC) and the Tea Association of the USA, iced tea should be brewed at 87.78°C (190°F) for three to five minutes. The brewed tea should then be stored for no longer than eight hours. The tea brewer, storage dispenser and faucet should be cleaned daily.

Q: What tea safety issues could arise?

A: Contaminated tea could result if proper tea brewing and sanitation steps are not followed.

Q: What are the proper steps for iced tea brewing?

A: To guarantee your customers receive only the best, fresh brewed iced tea, follow these simple steps:

Brew only the tea that you expect to sell within 12 hours.

Discard any unused tea after 12 hours.

If you are using automatic iced tea and coffee equipment, brew tea using water that is at least 87.78°C (190°F). Tea leaves should remain in contact with the water for a minimum of one minute. For optimal quality, brew tea for between three to five minutes.



Q: What sanitation procedures should we follow to avoid bacterial contamination and growth and protect iced tea flavor?

A: Follow these procedures every day.

Dismantle all dispensing spigots, hoses, and storage reservoirs, removing gaskets, O-rings, etc. Rinse them in warm water along with other brewing and storage utensils such as pitchers and spoons.

Wash all items in hot water with a quality dishwashing detergent. Be sure to remove any in crusted soil deposits with a brush or cleaning pad, if necessary.

Rinse everything thoroughly with clean hot water.

Sanitize stainless steel pieces by immersing them in 83°C hot water for at least one minute.

As an alternative, you may rinse the pieces in a solution of warm water mixed with chlorine. This chlorine solution should contain a minimum of 50 ppm (one capful of chlorine bleach to 3.78 liters of water). Do **not** use chlorine bleach on stainless steel urns or dispensers, because it may create small leaks.

Disassemble the dispenser's spigot, cleaning and sanitizing it according to the manufacturer's instructions.

Replace any worn gaskets, O-rings, or any badly scratched or damaged parts before reassembling.

Q: How long can iced tea be safely held?

A: Never hold finished, brewed tea for more than 12 hours at room temperature. Discard any unused tea after 12 hours.

Q: How can I assure that my water is hot enough?

A: Use a calibrated thermometer each week to assure the brewing water in your equipment meets the recommended temperature. (Continued on next page)



Q: What procedures should I follow for brewing hot tea?

A: Follow these procedures for flavorful hot tea.

Bring fresh cold water to a rolling boil, but don't allow the water to boil for a long period of time. The longer water boils, the more air bubbles dissipate and the resulting beverage will taste flat.

Use a porcelain teapot, if possible, or a teapot of non-breakable material. Pre heat the teapot by pouring a small amount of boiling water into it and allowing the water to sit for a few seconds.

Add a teabag or bags to the pot, depending on the size of brew. A good rule of thumb to use one teabag per cup of brewed tea. You may substitute 1 teaspoon of loose tea per cup of brewed beverage.

Pour boiling water directly over the tea and allow the tea to steep for three to five minutes.

Offer milk, sweetener, and lemon wedges to customers as additions to tea. Cream is never offered with tea.

Teas Etc Opens New Showroom in Atlanta AmericasMart

Teas Etc, a female owned importer of specialty, direct trade teas, is pleased to announce the opening of a new showroom at the Atlanta AmericasMart, January 6-14, 2009 on the exciting new Gourmet Floor in the new Building 2 West Wing!

"I am thrilled about the new location and being on the innovative new Gourmet floor, a terrific concept that has been beautifully designed by the Mart" says Beth Johnston owner of Teas Etc. "The fresh idea of combining various products on one floor, I believe, gives us access to a broader range of gourmet buyers that we might not have touched in a typical set up. In addition to increasing our overall visibility it allows us the opportunity to showcase our market niche, premium private label tea products" adds Johnston.

To celebrate the opening the company will host several special events including a Tea Tasting Presentation – 8th floor demo kitchen, Sunday, January 11th, 4-5 pm. Attendees will have the opportunity to learn from Johnston, a highly sought after industry expert and taste a handful of rare, limited harvest teas. Johnston will share tea facts and demonstrate the value and quality of specialty tea and why it differs from typical tea. She will give insight on what is driving current tea industry growth and how buyers large and small can profit from the trend.

For a totally different take on tea, the company is hosting a MarTEAni cocktail party. Guests will be served hors d'oeuvres and tea cocktails demonstrating teas versatility and main stream allure. The event takes place on Friday, January 9th, 5:30 – 7:30 pm, at their showroom - 8112A bldg. 2 west wing, 8th floor.

Teas Etc is headquartered in West Palm Beach, Florida with a satellite office in Shanghai China. The company is USDA certified organic, manufactures a complete collection of gift sets, samplers and glass tea ware. They provide various levels of private label services meeting the needs of buyers large and small. Most notable Teas Etc is the only female owned company to have a winning entry at the 2008 World Tea Championship, with five other entries being award a top five finalist rating.

For more information on the new showroom, Teas Etc's products and services or Beth Johnston please contact the office at 1-800-832-1126 or visit www.TeasEtc.com.

Unilever Polska S.A. Saves Over 73,000 Euros Annually

Enclosed conveying solution reduces lost product, enhances work environment

Embracing the future of conveying

Unilever is a name renowned in the consumer goods industry for its innovation and product development. This decidedly successful brand was built on delivering high quality items to consumers around the world. In keeping with its mission, Unilever Polska S.A. recently searched for a new conveying solution to transport tea in one of its packaging facilities.

“Over the years, we’ve seen an increase in high speed solutions for conveying and packaging,” said Mariusz Gradowski, senior area engineer for Unilever Polska. “This is tied in directly to the increased rate of changeover required for new products and packaging on the production line. Because of this, it is important that we embrace a high-speed conveying solution to replace the system currently in place.”

Thousands lost: 100kg of raw materials dropped each shift

The tea was being transported in buckets by a belt conveyor over a distance of 15 meters. The conveyors were also on a vertical rise of 5.5 meters, reaching a capacity of three tons per hour.

“The belt conveyor was proving to be an inefficient solution,” said Gradowski. “It would break down approximately once a month, which was resulting in nearly a full work day of downtime that effected the entire production line and mixing shop.”

The bucket conveyor was also dropping roughly 100 kilograms of tea each shift. This represented two percent of the total product that was destroyed every day, or 5,250 Euros of raw materials each month.

Another issue was the dust being emitted from the open conveying system, creating a work environment that was not as healthy as it could be for employees.

Switching to an enclosed, high-speed system

Unilever Polska decided to work with PIAB to find a solution that would increase productivity by reducing downtime and product loss, while also improving the air quality in the facility. The company installed two of the company’s largest conveyors, now referred to as the C56, equipped with adapters and a de-dusting system.

“The PIAB solution is one that fully met our requirements,” explained Gradowski. “It’s a fast, enclosed solution that was proven to be much more reliable than the bucket conveying system.”

730,000 Euros saved each year

“Since the installation, we have nearly eliminated downtime that was causing a business loss of 8,400 Euros each month. Aside from eradicating machine breakdown, we also greatly reduced our maintenance costs.”

Unilever Polska saw the biggest return-on-investment with the reduction of product loss – both in raw materials and end product.

“Our overall savings has been measured at almost 165,000 Euros per year. This doesn’t take into account the end products that we are no longer losing,” remarked Gradowski. “The results would then be over 730,000 Euros per year.”



PIAB's C5602-800 Conveyor

Speak Softly But Carry a Big Stick

By JOE SIMRANY

Did you know that the Tea Association of the USA is protecting the interests of its members and the tea industry around the clock?

It functions as your silent partner and is constantly monitoring the marketplace for situations that could affect the trade of tea. This includes government regulations, International relations, consumer concerns and trends, sales trends, competitive activity, scientific studies and a myriad of other issues, any one of which could dramatically affect the supply and demand for tea.

While the Association is usually quick to share its activities with its members, sometimes it is far better to conduct its business quietly and efficiently. In these cases the only thing our members ever see is business as usual. This may create a perception that your precious membership dues are not providing a sufficient return on your investment. Should that concern ever enter your mind we invite you to contact the New York office for a courteous and confidential summary of current activities that the Association is conducting on your behalf.

In these turbulent and troubling times it is more important than ever to be able to control the variables for which we still exert a semblance of control. The activities that the Tea Association conducts silently on your behalf are designed to contain even the most potentially damaging problems. Ideally, following their resolution we could share some of our activities with you. Practically, that is not always possible, which is why we suggest more personal contact.

If you are active in the tea industry in the United States and not currently a member of the Tea Association then you are totally dependent upon the wisdom and finances of your competitors to stay in business. Given the relatively low cost of membership this seems a particularly short sighted strategy. It is imperative to take the right steps to protect the goodwill that you have struggled for years to attain, in the event of a troublesome episode.

In that regard, the Tea Association of the USA is constantly seeking to expand its membership base. This allows us to keep our dues low, as well as ensure that the financial resources are available to tackle any situation that is thrown at us.



Please help us by encouraging your suppliers to become members and alerting us to new companies within our industry who might qualify for membership due to their recent growth. Companies that have enjoyed growth in the past few years have yet another obligation to join the Tea Association as they most likely benefited tremendously from the millions of dollars of generic promotion that the Tea Association/Tea Council has expended on behalf of the industry.

To our current members, we extend our most sincere gratitude for your continuing confidence in the Tea Association. The trends for tea remain strong and will survive the test of time and troubling economic speed bumps that have been placed in our path.



The Tea House Times' Publisher Launches Tea Course

*An Educational and Social Networking
Site for Tea Enthusiasts and Tea Professionals*

Sparta, NJ - *The Tea House Times*, a bi-monthly publication for those who enjoy tea and the tradition of afternoon tea, recently launched Tea Course (www.teacourse.com); a valuable resource to connect consumers and tea industry professionals. Tea Course is a members only site to present and share tea related educational materials from industry pros, facilitate networking among members, and promote members or their businesses with a Facebook Flair.

The new Tea Course site is *A Global Tea Journey* introducing everyone – everywhere to the wonderful health benefits of tea, time honored traditions, ceremonies, and ways to use tea time traditions to enrich their lives or elevate their businesses. Now you can sip and surf to find educational materials and presentations about tea, business, tea health and traditions.

Members of the Tea Course site can upload personal photos and contact information as one of the many applications to interact with other tea lovers and professionals. Full access members have access to creating personal or business blogs; downloads; MP3s; videos; a personal web page dedicated to a member or their business; audio postcards; and capabilities to give or hear advice from industry pros. Members can enjoy posting rights in the forum with the abili-TEA to create audio conferencing and video chat with other members. There is also an online store, a virtual book club with reviews, and live broadcasts along with a generous affiliate program to earn money for referrals. Posted events on the Tea Course calendars simply tip the cup.

With the launch of Tea Course, overseen and produced by *The Tea House Times* along with support of Tea Bureau and Tea Speakers Bureau members, Gail Gastelu, Founder/Publisher is able to expand her mission of promoting and sharing worldwide passions for tea and tea traditions. Tea Course offers individual tea aficionados and tea professionals continuing education, a place to celebrate and enjoy the pleasures of tea, and allows each to connect instantly and safely within this powerful www.teacourse.com website. According to Ms. Gastelu, “Tea Course will increase consumer awareness of the health benefits of tea, offer quality tea information, proper brew techniques, tea traditions and culture; a great site to join during January’s National Hot Tea Month.”

All proposals to submit educational materials or documents, supporting video clips or photos, and articles for consideration should be sent to the Tea Course Administrator. Please see website for contact details.

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The Tea House Times is a bi-monthly publication, “Preserving the Traditions of Afternoon Tea.” Other services include Tea Bureau - a Tea Business Directory; Tea Speakers Bureau; a Tea Room Directory; and Tea Course - a complete spectrum of services to connect consumers and tea professionals. An introductory Tea video is open to viewing at www.teacourse.com.

www.theteahousetimes.com www.teabureau.com www.teaspeakersbureau.com

Enjoy your Global Tea Journey!

Contact: Gail Gastelu, info@theteahousetimes.com, 973.499.1194



Drink Brewed Tea to Avoid Tooth Erosion

Low erosion effect on teeth and antioxidants provide health benefits

CHICAGO (November 25, 2008) - Today, the average size soft drink is 20 ounces and contains 17 teaspoons of sugar. More startling is that some citric acids found in fruit drinks are more erosive than hydrochloric or sulfuric acid—which is also known as battery acid. These refined sugars and acids found in soda and citrus juice promote tooth erosion, which wears away the hard part of the teeth, or the enamel. Once tooth enamel is lost, it's gone forever. There is a beverage that does not produce such irreversible results. When deciding between the many options available, the best thing to drink is brewed tea, according to a study in the July/August issue of *General Dentistry*, the clinical, peer-reviewed journal of the Academy of General Dentistry (AGD).

Apart from tasting good, brewed tea has many health benefits. Tea is loaded with natural antioxidants, which are thought to decrease incidence of cancer, cardiovascular disease, and diabetes.

Mohamed A. Bassiouny, DMD, BDS, MSc, PhD, the lead author of the study, compared green and black tea to soda and orange juice in terms of their short- and long-term erosive effect on human teeth. The study found that the erosive effect of tea was similar to that of water, which has no erosive effect. And, when comparing green versus black, he discovered that there is a better option among those as well.

Dr. Bassiouny says that "when we look at tea and read about the benefits, it's amazing—not because green tea is 'the in thing'—but because there are advantages." He adds that much research done overseas, in countries such as Japan and Europe, found that green tea was identified to being superior over black due to its natural flavonoids (plant nutrients) and antioxidants.

But, if you do drink tea, experts suggest avoiding additives such as milk, lemon, or sugar because they combine with tea's natural flavonoids and decrease the benefits. In addition, stay away from prepackaged iced teas because they contain citric acid and high amounts of sugars. It does not matter whether the tea is warm or cold—as long as it is home brewed without additives.

Kenton Ross, DMD, FAGD, AGD spokesperson, sees patients' erosion problems on a daily basis in his practice. "Severe cases of erosion occur monthly and are frequently associated with high rates of soft drink consumption," he says. "This study clearly shows that brewed teas resulted in dramatically less enamel loss than soft drinks and acidic juices," says Dr. Ross. "I would highly recommend patients choose tea as an alternative to more erosive drinks like soda and fruit juice."

Tips to decrease erosion:

- Reduce or eliminate carbonated beverages. Instead, drink water, milk, or tea
- Skip the additives such as sugar, lemon, and milk
- Drink acidic drinks quickly and through a straw
- Chew sugar-free gum to increase saliva flow in your mouth
- Rinse with water to neutralize the acids, and wait an hour before brushing

The AGD is a professional association of more than 35,000 general dentists dedicated to staying up-to-date in the profession through continuing education. Founded in 1952, the AGD has grown to become the world's second largest dental association, which is the only association that exclusively represents the needs and interests of general dentists.

More than 786,000 persons are employed directly in the field of general dentistry. A general dentist is the primary care provider for patients of all ages and is responsible for the diagnosis, treatment, management and overall coordination of services related to patients' oral health needs.

Keller and Heckman LLP

Serving Business through Law and Science®

Contact: Tara Busby, busby@khlaw.com, 202-434-4174

Keller and Heckman LLP Schedules Annual Practical Food Law Program

San Francisco, California – March 16-19, 2009

The Attorneys of Keller and Heckman LLP have scheduled their Annual Practical Food Law Program - **The Essentials** is scheduled for March 16-17, and **Labeling, Advertising, and Promotion** is scheduled for March 18-19. Both programs will be held at the Le Meridien Hotel in San Francisco, California.

This series has been praised by prior attendees as being of great professional value and has been taught for over 20 years by the experienced food law lawyers of Keller and Heckman LLP. The courses are practical, straightforward and offer key information and understanding to those with responsibilities in food marketing, research and development, regulation, or litigation.

The Essentials, March 16-17, 2009 • This course provides a comprehensive presentation of the statutory and regulatory framework, important international issues, the latest regulations and agency guidance on bioterrorism, strategies for surviving inspections, recall and enforcement, food safety concerns, import restrictions, as well as other hot topics that are affecting the food industry today.

Labeling, Advertising, and Promotion, March 18-19, 2009 • This course takes a more intensive look at labeling requirements for food and dietary supplements, promoting products via health and nutrient content and structure/function claims, and other issues impacting how companies label and promote food products. It also explores the impact of obesity – particularly childhood obesity – on regulatory and legislative policy governing labeling and advertising, examines issues relating to the expanding puffery defense, challenging and defending competitive claims, substantiating "Establishment Claims," plus other issues that relate to Labeling, Advertising and Promotion.

Continuing Legal Education • CLE credits are available pending state approval.

Registration Fee • \$1,300 per course, or both courses for \$1,950. Early bird discounts are available.

For additional program information, visit our website at www.khlaw.com.

Keller and Heckman, founded in 1962, has a broad practice in food regulatory law, and related litigation and business transactions. The firm represents a wide spectrum of companies and trade associations and services a range of industries, including food and food additives, plastics, pesticides, fine and industrial chemicals, drugs and medical devices, transportation, and telecommunications.

World Tea Expo '09 Conference Holds Something for Everyone

Anticipating strong attendance at this year's World Tea Expo, scheduled May 2-4 at Mandalay Bay Convention Center in Las Vegas, organizers have crafted a conference program that adds by-request new sessions to the established slate of industry favorites.

Following superb reviews by participants, both the New Business Boot Camp and Executive and Technical Series return as specialized programs that complement the Core Conference.

Designed for entrepreneurs who want to start or have recently started tea businesses, the New Business Boot Camp is an intensive, two-day workshop that precedes the Expo, April 30-May 1. Famed tea author Jane Pettigrew will initiate newbies in the basics of tea. Savvy business leaders such as Charles Cain and Beth Johnston will teach industry-specific business classes on merchandising strategies, marketing tools and other subjects. The schedule is interspersed with a variety of hands-on clinics, and participants are treated to networking opportunities, meals and a closing graduation ceremony.

The Executive and Technical Series (ETS), meanwhile, caters to top executives, research scientists, ingredient managers and product formulators of large companies. Based on its success last year, the ETS has been expanded to three days, running concurrently with the Expo, May 2-4. Although its focus is on providing a forum for the industry's thought leaders to share their ideas and research on contemporary issues, the ETS also provides several opportunities for participants to network in an intimate and exclusive setting. Speakers such as the American Botanical Council's Mark Blumenthal and the Herb Research Foundation's Rob McCaleb, among others, will address topics including global RTD trends and their impact on the domestic market and the challenges related to imports from China, and more.

Compelling as they are, the New Business Boot Camp and Executive and Technical Series are but the outgrowth of World Tea Expo's Core Conference. For seven years, the Core Conference has provided the world's most comprehensive educational program on tea, and this year will be no exception. Highlights of the 49 lecture sessions, hands-on tastings and skill-building workshops range from a comparative origin cupping led by the Coffee Bean & Tea Leaf's David DeCandia, to a lecture on tea's carbon footprint by Nigel Melican of Teacraft, to a panel discussion on the decision to buy tea direct from origin or use a supplier.

Registration for the Expo opened Jan. 5. Repeat visitors can make the most of their experience by taking advantage of the Attendee Appreciation Program, new this year. It allows attendees who have been to the last three Expos consecutively to receive 50 percent off the cost of the Core Conference during the first 30 days of registration. For a limited time, these repeat attendees can also have fees waived for exhibit hall access, preferred seating in classes, guaranteed spots in classes of their choice and many other benefits.

(See WorldTeaExpo.com for a complete description.)



May 2 - 4, 2009
Mandalay Bay Convention Center
Las Vegas, Nevada USA

Specialty Tea Institute Certification Class Update

Join us May 5-6, 2009 at the **World Tea Expo** in Las Vegas, NV for three exciting STI Certification Courses. Classes to be offered include:

 **May 5, 2009- Level One: Foundations of Tea**

As the first course in STI's expanding education and certification program, Foundations of Tea: Level One will provide attendees with a strong understanding of the 5 basic tea types and the two traditional styles of orthodox tea production used to create them. Topics also include the essential components of teas, where and how teas are grown, the stages of processing and what differentiates the different types and classifications of tea. Attendees will have the opportunity to taste representative samples of each of the 5 tea types, discuss tea steeping methods and examine the basic characteristics of different teas.

 **May 6, 2009- Level Two: Foundations of Tea**

(Prerequisites: Completion of Level One)

Building on the essential groundwork presented in Level One, Foundations of Tea: Level Two will examine CTC tea production and manufacture, as well as post manufacturing processes. Also included are the principles of grading and naming teas by country of origin. In this seminar participants will examine and taste 6 pairs of teas as they are guided through the basics of a comparison cupping. Participants will demonstrate their command of this information at the end of day examination.

 **May 5-6, 2009-Professional Series Level 3: Black Tea - Black Teas of China, India and Sri Lanka**

(Prerequisites: Completion of Levels One and Two)

This 2-day class will delve deeply into the world of black teas, focusing on the black teas of China, India and Sri Lanka. In-depth information about the production of these popular teas, as well as the influence of region, varietal, processing techniques and other relevant factors will be presented. Many black teas will be infused and tasted. Attendees must have successfully complete Foundations of Tea: Level One and Level Two and will demonstrate their command of this new information in the exam at the end of the second day.



REGISTER TODAY!

For information and registration, please visit our website at www.teausa.org or contact Ellainy Karaboitis at ekaraboitis@teausa.org. We hope to see you there!

Member Announcements

William Bowron, Red Diamond Executive Passes

Mr. Bowron passed away on November 15, 2008 in Birmingham, Alabama at the age of 87. He was the third generation of his family to lead Red Diamond Coffee and Tea in 1956 some 50 years after its founding. During his decades long tenure Mr. Bowron helped transform a basically local company into an innovative national player.

William Bowron served as chairman of Donovan Coffee Co., Red Diamond's parent company, and as Red Diamond's president and chief executive. He also served two terms on the Board of the Tea Association of the USA and on the National Coffee Association's advisory board.

Many of our members will recall the good times spent with Bill and his wife Shila at past tea conventions and other gatherings of the Tea Association. He, like many of his contemporaries took on a personality bigger than life and those memories will live on for decades within the Tea Association as well as within the industry.

Bill was a strong supporter of the Tea Association of the USA, and encouraged his son William A. Bowron Jr. to also play an active role as both a director and as chairman. He will be remembered fondly by his many friends and associates.

Membership Update

We welcome the following companies to the Tea Association of the USA

- Flavor & Fragrance Specialties
- International Tea Importers



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,

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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 the Tea Association of the USA®,
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