

2008 WORLD TEA EXPO

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Post expo Book Reviews coming soon.

2008 World Tea Expo - Post Show Report

Prepared by

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The Tea House Times, www.theteahousetimes.com

Tea Bureau, www.teabureau.us

Every year I prepare post show reports for numerous trade shows; food shows, gift shows, and the ultimate -World Tea Expo. Why? You might ask? A typical journalist might make mention of a few minor things in their press coverage. The Tea House Times is different. From onset, five years ago, our business has been focused on helping tea businesses in every way possible. We are not just in the publishing business; we are team players in the tea industry! Aside from The Tea House Times publication, one of the main things we do is to refer and connect businesses to the resources they need and point them in the right direction. Our reviews of various types of businesses and products has given us an edge and ability to refer businesses we feel are going the extra mile towards customer satisfaction, high quality, and good business practices. See our newly launched division - a branding - of our outreach - www.teabureau.com

This report is quite lengthy as usual. It grows by leaps and bounds every year. So, I encourage you to please print this out and set yourself up with a nice pot of tea or a pitcher of iced tea - read - learn - enjoy! If you are looking for something in particular - not covered in this report - just ask - I can very likely point you in the right direction. (Email info@theteahousetimes.com)

Apologies in advance for any business not listed here. It is simply impossible to report on each and every business and seminar. I encourage everyone to visit the World Tea Expo website to link to all exhibiting businesses, speaker bios, and more - and visit next year!
World Tea Expo 2009: Mandalay Bay - May 2-4, 2009 www.worldteaexpo.com

OVERVIEW OF 2008 WORLD TEA EXPO - LAS VEGAS

The energy at World Tea Expo is very high each year. We are very fortunate to have such an industry specific, targeted trade show - I assure you. I am often asked by potential exhibitors if they will write orders at this show. Absolutely, yes, is always my reply.

Some other trade shows are so vast in size and types of exhibitors; it is like finding a needle in a haystack for buyers and businesses to connect. Businesses I speak to find that most trade shows bring connections more than sales - fine - but be sure to follow up with those connections! At World Tea Expo, businesses take orders, make connections, network, learn, and much more! All with the added bonus of very target specific attendees who go away with new resources and education to share with employees and customers (educate your customers - sell more tea). [The steady rise of tea sales in the US is thanks to positive media, consumer education, and the health benefits of tea.](#)

TRENDS

In an interview with Tea Radio, I was asked what trends I saw this year. I replied that Children and Tea starting getting hotter last year and continues to grow. There is a focus towards “Preserving the Traditions of Afternoon Tea™” - one of the main drives of The Tea House Times. Think about it - when the economy slows - where is money spent first? - Parents take care of their children. We all watch out for our own. For the second year in a row now, the Tea Assoc. of the USA is running a video contest for teens - to expand their knowledge of tea - and carry on the traditions! I think it is wonderful. (see www.teausa.org)

Next - we have all seen it in numerous publications, TV & Radio - a big move to GO GREEN. Recycle, Reuse, Minimize packaging. You have got to see what Ito En is doing - they are using the wet-used-tea leaves used for producing their iced teas - recycling them together with recycling their iced tea plastic bottles - in a unique process to create park benches! Remarkable. They gave me a pen made of the recycled tea/plastic material - a green looking plastic - very exciting. They do plan to offer the benches for sale. See www.itoen.com And, by the way, their iced tea is wonderful as well.

Finally - we are seeing more and more products using tea as an ingredient. Chocolates, perfumes, soaps, lotions, body wash. Below under exhibitors, you will see more about these types of products, their businesses, and also - very exciting to see - one of the main companies able to supply tea in various forms perfectly formulated for various uses. www.aiya-america.com Read on.....

MOVERS AND SHAKERS

Who do you define as a mover and shaker? I personally have seen some businesses do nothing to promote their business or only offer one product and go nowhere fast. While others have their name out there EVERYWHERE; through advertising in various ways, consistent media/press releases, networking, etc. - these people are who I see as movers and shakers! First - I must commend each and every exhibitor and attendee - for making a commitment to their business for growth - each and every one of you deserves credit.

To name just a few who really stood out to me this year -

Dr. Tea's Tea Garden - Dr. Tea (Mark Ukra) has been all over the television, radio, newspapers, magazines, etc. for his new *Ultimate Tea Diet* book. He works it! He deserves the credit. He has a very positive attitude and openly shares his knowledge to benefit everyone in the industry while reaching out to educate consumers in numerous

ways. And, he was a fabulous Speaker this year as well (more below).

www.teagarden.com www.ultimateteadiet.com

World Tea Expo - I would be remiss in not mentioning that the expo folks have done an amazing job to grow the World Tea Expo into a must attend event for everyone in the industry and I look forward to the continued growth in attendance of all shapes and sizes of businesses looking to add tea as an ingredient or product to their company offerings. WTE are experts in the Trade Show Business and yet show expertise in providing what the tea industry needs, are team players in our industry in addition to continuing to excel in what they do best. Share your comments with WTE and see what happens - usually something great and timely..... Movin' and Shakin'

Del-Savo, Inc. I love to see what I would consider at first one of the little guys - moving and shaking into the playing field. Having personally tested and reviewed products for this business, I see them as hard working with a goal for providing high quality products at fair prices. I use their hot pots every day and love them for the quality and ease of use.
www.pino-usa.com

Tea Bureau - If you do not toot your own horn - who will? Is your name out there - EVERYWHERE? To toot our own horn - The Tea House Times has introduced Tea Bureau - a branding so to speak of what we have been doing successfully for 5 years - connecting consumers and businesses to all facets of the tea industry. Free to use for everyone - a small fee to promote your business here! JOIN Tea Bureau (get your business or service listed) USE Tea Bureau (find what you need!). www.teabureau.us - a Tea Business Directory, Tea Room Directory, Tea Library, Tea News Bureau, Tea Speakers Bureau and much more. Get your business listed with us and start sending news releases regularly (move it and shake it!) And don't forget the important aspect of education - find resources to educate yourself - hire a speaker/educator - and educate your staff and customers! (www.teaspeakersbureau.com)

VOIDS AND NEEDS

There are certainly a few voids to be filled and the main players are working hard to fulfill these needs. I have been telling everyone - consumers want to hear about the health aspects of tea - but we all need to be very careful of the claims made through articles, press, marketing, product labeling etc. Therefore, some more scientific based journal reports - the real stuff straight from scientific study - needs to be shared within the industry. The Tea Assoc. of the USA holds a Scientific Symposium on Tea - watch for it if you need it because it is very hard to find the rock solid science backed information. www.teausa.org World Tea News is working to add some science based media as well. www.worldteaexpo.com You might also check into the American Botanical Council - as I met them at the show and they, too, have some great resources for members.

www.herbalgram.org

The Tea House Times also offers a free tea health guide ebook to subscribers.

www.theteahousetimes.com and Tea Bureau will connect you to other sources as well.
www.teabureau.com

Along the same lines, there is a void in Regulatory Compliance. This is for companies seriously working on a tea product line and need to know what claims can be made on packaging, exactly how labeling, ingredient lists, and health claims should be carried out. Fortunately I can personally recommend someone who has been the leader in FDA and regulatory compliance representing major pharmaceutical and health and nutrition businesses, a real professional consultant, to fill this need in the tea industry. (You may visit Tea Bureau where we will list a new category for Regulatory Compliance and contact information for this much needed area of expertise) www.teabureau.us For direct assistance with regulatory compliance, contact SupplementFacts International at 973.729.2240 or email dan@supplementfacts.com (see also Tea Bureau member profile)

One more thing - I do not see enough exhibitors doing Pre-Show Promotions. I was also disappointed by the small number of exhibitors who prepared press kits for the expo press office. Many of the businesses I chose to visit first - as a member of the Press - are the ones I personally received email - news releases - and personal invitations to visit their booth at World Tea Expo - or whose press kit I picked up, reviewed, and then visited their booth - or those who already sent product samples for review. Everyone should be doing pre-show promotions to their own customers (they would love to meet you face to face each year) and pre-show news releases to as many outlets you can think of. Press Kits are easy to prepare and simply include information about your business, some press releases, new product announcements, etc. I suggest 20-30 press kits dropped off pre-show at the World Tea Expo press office. Keep some handy at your booth as well. Small product samples will help get your press kit noticed!

WORLD TEA BUYERS GUIDE

The World Tea Expo, with a goal to elevate the perception of tea, consumer awareness, and independence of the tea category has introduced the World Tea Buyers Guide™, World Tea Ratings™, and World Tea Championship™ for Hot and Iced Teas. Ratings will be continual to allow teas to be evaluated at optimal times during the calendar year. The preliminary buyers guide was distributed at the expo. A final print will be available after World Tea Expo to include winners for both hot and iced tea classes. For details about the World Tea Buyers Guide™ and winners for 2008, visit:

<http://www.worldteaexpo.com/additional-events/world-tea-championship.html>

EXHIBITORS

The Tea House Times - Subscribe individually or order a bulk subscription for your tea room (and get listed in our directory!) A Victorian Afternoon Tea Publication, "Preserving the Traditions of Afternoon Tea"™. Each issue includes recipes, party ideas, tea facts, Victoriana, poetry, travel, Red Hat Society Tea Time, Book & Product reviews, and much more. **Also distributing** fabulous Victorian House Scones, tea party games, Tea Time Bingo, Tea Ribbon, Die cut Teapot & Teacup Gift Bags, Tea Napkins, Start a Tea Business™ Training Courses for business or Start a Children's Tea Party Business program™, NEW Victorian/Tea Etiquette parlor card game, and more.

www.theteahousetimes.com

Tea Bureau: Watch for new promotions of our Tea Bureau members, Tea Speakers Bureau and much more. www.teabureau.com Tea Bureau members may send one news

release and one article per month - we post it and distribute notice to our email group. New resources coming soon for our team of Speakers as well!

Ida Lindsey China Company - Beautiful, Heirloom quality pieces made for generations to enjoy. Elegant reproductions of designs hand painted by Ida Lindsey Griffith from 1911-1936. www.idalindseychina.com

Dryden & Palmer - Pure Cane Sugar, Purveyor of Rock Candy since 1880. Love these rock candy swizzle sticks. With flavors such as honey, orange spice, pomegranate, lavender, hazelnut, amaretto, mocha, and caramel, not only do these make a great presentation, they taste good and are perfect little party favors as well. www.rockcandy.com

Tea Butler - Tea Service Presentation Chests - Hardwood Cherry available standard or Illuminated. I was VERY impressed by these. Finally, a way to present loose teas to your customer. The illuminated box shows a list of tea choices and descriptions in the lid, while beautiful little, clear, sparkling, octagonal jars hold a sampling of teas - easy to open for customers to smell. (Several tea rooms I know have been offering a tray of tiny jars for customers to open and smell to make a choice of tea - but it is a little too cumbersome, jars fly off the tray etc.) Tea Butler is the answer! www.teabutler.com

Kimberly Shaw Graphics - Cards with Tea!! You know these, you have seen them in tea shops around the country. We sell the invitations VERY successfully through our own website and know the cards are very good sellers in tea shops as well. Beautiful, classy, with the added little bonus gift of a beautifully packaged tea bag. A card and gift of tea in one! Love it! www.kimberlyshawgraphics.com

Splash Beverages - Looking for bubble tea? Unfortunately I visited this booth on the last day and they had run out of tapioca pearls, but the ice blended drinks were delicious! The very large straws are used for sipping up the tapioca pearls from the bottom of the drink. These are fun! Drinks include blended iced coffee or tea drinks, fruit smoothies, and Boba drinks with tapioca pearls with Boba straws. www.glacelatte.com

Qtrade International - Full service supplier of organic, fair trade, and premium teas. Exclusively source, import, blend, distribute unique single estate teas from around the world. Now offering custom blending, private label design, implementation, and consulting. Fresh and beautiful teas. Award winning teas. www.qtradeteas.com

Specialty Tea Institute - a division of the Tea Association of the USA. The Tea Assoc. was founded in 1899 to protect the interests of the tea trade in the USA. Specialty Tea Institute provides education for the specialty tea trade. There are many good reasons to become a member. To review member benefits, visit www.teausa.org

Painted Turtle Chocolatier - Perfect - and I mean **perfect** - chocolates for hosting a tea tasting. These tiny little teacup shaped chocolates are delicious! Tea infused, dark, milk, white. On the table at their booth, they had a tiny golden paper plate with several tiny

teacup chocolates on top. Picture a saucer with tiny teacup chocolates atop at your next tea gathering or tea tasting! Also not to be missed - tea infused truffles, tea infused cookies, painted chocolates and more. www.paintedturtlechocolatier.com

Filter Lids - Gourmet Tea TO GO! Brilliant design. A lid for disposable hot cups. Can be used with any loose tea or coffee. Spill resistant, mobile, and profitable! Basically instead of a lid with lots of extra plastic used for an infuser basket, the lid itself strains through the sipping hole. www.filterlid.com

Alda's Sentimental Living - For fabulous serving pieces and table décor, Alda's has every elegant piece you will want to use at tea time to accentuate the fabulous foods you serve. Beautiful selection of silver, table coverings, and jeweled sugars. www.sentimentalliving.com

Tea to Go - Fine quality leaf teas in a nylon bag. Serve in mugs or teacups or disposable teatogo cups with unique designed lid for easily steeping the tea and holding the bag within the lid. Great design. www.tea2go.com

Ceramcor - Wave bye-bye to your ancient Correlle/stovetop teapot. The Ceramcor, patented high temperature ceramic cookware is very elegant and functional. It looks like heavy cast iron, but is really a lightweight ceramic with beautiful details. Must see. www.ceramcor.com

Red Espresso - The World's First Tea Espresso. Create fancy espresso type drinks using 100 percent Rooibos tea, uniquely ground for espresso machines. Tastes great as a redespresso shot, latte, Americano, iced or frappe. Check it out: www.redespresso.com

Aiya America - finest Japanese Matcha Green tea since 1888. Known for its innovation, quality, safety, organic certifications and new Private Label Program. Whatever your application - for drinking - use in cosmetics, etc. Ask Aiya. www.aiya-america.com

Benjamin Press - A wide range of fabulous books. New Tea & Etiquette® Tea Masterclass® Authored by Dorothea Johnson and Bruce Richardson, the program manual includes tea and etiquette categories for business, teddy bears, Alice in Wonderland, Afternoon Tea, High Tea, mothers and daughters, Victorian Tea, Valentine Tea, Holiday Tea and Seasonal Tea plus much more. www.teaandetiquette.org

Tzu The' - All natural cold-processed green tea nutrition bars. 3 grams of green tea in every bar. Five fantastic flavors include green tea, blueberry, tropical fruit, goji berry, and lemon zest. See their green tea and special cups and accessories too. www.tzu-the.com

The Tea Spot - high quality natural and organic loose teas, unique flavors. We reviewed their automatic teapot earlier this year - so unique with a timer in the lid - automatically removes loose tea after the exact steeping time! www.the-teaspot.com

Teas Etc. - USDA certified Organic Handler/Processor and FDA registered importer. Exceptional direct trade teas, tea accessories, and tea ware. Tea, herbs, tea ware, accessories, gifts. Tea Consultation, workshops, presentations, training provided by CEO, Beth Johnston. www.teasetc.com

Sencha Naturals - SEN CHA Green Tea Bars & SEN CHA Green Tea Mints - Some of my favorites! The green tea bars are addictive and the green tea mints are a sweet - good for you - treat. The unique tea leaf shape of the mints is a real conversation starter. The beautiful glass teapot sampling device is a beautiful way to sample and easily sell these mints right at your checkout counter! www.senchanaturals.com

Puripan - Tea in a Jar - This was very interesting and quite good to try. Puripan is the world's leading fermentation company. Basically fruit is fermented to create a traditional Korean fruit tea, offering nothing but natural ingredients with a vibrant taste. These appear to be jars of jelly, but with hot water added to a small amount in your cup, it is transformed into a delightful beverage. Some flavors to try: citron, ginger, aloe vera, pomegranate, papaya. Can be used hot, cold, in a smoothie, cocktail, as a spread, or topping for desserts or meats. www.puripan.com

Gratitude Cookie - a delicious cookie - a cross between a butter and sugar cookie that serves a purpose! In each box of one dozen cookies is a Gratuities Card with one of a variety of inspirational sayings. On the back of each card is the question, "What are you grateful for today?" with space to write an answer. A great way to thank someone in a special way. www.gratitudecookie.com

Smile Chocolatiers - Choclatea™ is fine Belgian chocolate, hand blended, with crushed tea. You can barely see the tiny bits of tea, but they really add pizzazz to this line of chocolate bars. Try dark, milk or white chocolate varieties such as pomegranate, white tea, coconut green tea, herbal chai tea, wild raspberry tea, ginger tea, rosemary tea, pistachio green tea and more. www.smilechocolatiers.com

Linde Lane - Aromatea Bath Bars, Aromatea Candles, KIDS TEA, Playing Cards, Teath™ Brush, Teath™ Floss. Great little gifts for your tea shop. Everybody wants white teeth right? Created by a dentist, Linde Lane offers some very unique and fun products. www.lindelane.com

Harshita Designs - I was so happy to see Harshita at World Tea Expo. She designs fabulous silk scarves, blouses, bags and more. I met Harshita a couple years ago at the Fancy Food Show in NY where she had a few designs at her father's tea booth. Harshita is very talented and makes very unique, beautiful textiles, expertly hand died with fabulous tea designs. Also available: hair barrettes, pins, earrings, scarf rings, post earrings. See www.harshitadesigns.com

Biscottea - Yummy shortbread created with real tea for real tea lovers! Try mint tea shortbread, chai tea shortbread, honeybush tea shortbread, earl grey tea shortbread, blueberry tea shortbread. All great, organic and all natural ingredients. Trans Fat Free!

Add this to your menu, sell in your shop, or serve one along with a sampling of treats at tea time. www.biscottea.net

Petali Teas - Oh - I fell in love when I passed this booth! Such beauty at every corner. Cherry Blossom Tea, French Crystallized Flowers, French Tea Sugars, Glass Teapots - with beautiful flower lids, Blooming Teas, Tea Syrups, Fair Trade Certified Teas, Artisan Loose Leaf Teas, Tea Bath Salts, Tea Table accessories and so much more. www.petaliteas.com - By the way, I visited their website last night and discovered they have Tea Dresses! You will fall in love.....

Curtis - Premium commercial tea or coffee brewing systems. www.wilburcurtis.com

Dethlefsen & Balk - Finest teas since 1836! The selection of imported teas from so many regions is quite extensive and impressive. Also offering distinctive accessories including mugs, cups, teapots, tea sets, cast iron, glass, tins, storage containers, packaging, strainers, filters, sugar, and samovars. Everything you need! www.dethlefsen-balk.us

Tetulia - Organic teas from Bangladesh debuted at the expo. Eight varieties of hot tea available in pyramid bags or loose. Review to follow in The Tea House Times. www.tetulia.com

Cottage Paper - Wonderful antique images on greeting cards. Love these! Will need to add some to my own collection of vintage tea card images. www.cottagepaper.com

Charleston Tea Plantation - Home of American Classic Tea! Loose, teabags, or pyramid style. Fabulous new hand cream that smells wonderful and is very rich and moisturizing. Loved it! www.charlestonteatgardens.com

Marmaladys - Jams, jellies, marmalades infused with tea. Tea cozies too! We will be sampling and reviewing their new Cranberry Ginger Tea Marmalade in a future issue of The Tea House Times. These are all delicious! www.marmaladys.com

Thistledown Cozies - Wholesale tea cozies. Beautiful fabrics, extremely well made. A variety of great style choices: wrap around, classic, oriental, in a variety of sizes. Check out their new tea wallets - high quality, well made, compact and pretty. www.thistledowncozies.com

Copper Beech Publishing - Vintage style gift books. A must have! The content of these books are all very unique and bring you back in time. Very popular with book stores, specialty shops, tea rooms, etc. www.copperbeechpublishing.co.uk

Maryland China Company - Decorated or undecorated fine porcelain and china serveware, dinnerware, and antique reproductions. I personally like the undecorated - just good - plain old white! It is uniquely elegant and stunning. www.marylandchina.com

Prince of Peace Ent. Inc - These guys were in our aisle at the show and yet I did not get a minute to visit. On their way out after packing up, they dropped by some product samples for us to try - these great Ginger Honey Crystals. Our booth staff was already familiar with these and I was not. WOW! Mix this into your favorite tea! This makes a great iced green tea with ginger. Just don't use too much of the ginger honey crystals. Prince of Peace is also known for their Tiger Balm pain relieving ointments. Teas are their fastest growing category including the honey crystals and organic teas. www.popus.com

Gilded Lily Publishing - Tea Time Theatre! Produce your own comedy! Books and cards too. Also introducing **Tea Time Finery** - Discriminating fashions for the tea connoisseur - fabulous aprons and other great products. www.glily.com and www.teatimefinery.com

Rishi Tea - a true garden-direct importer of artisan loose leaf teas, botanicals and teaware. Another business just a few steps away from our booth and I did not meet them until closing. I personally love Rishi Jasmine Pearls. It is the most requested tea when we serve guests in my home. The canister of tea seems to last forever.
www.rishi-tea.com

Tea for Two - Quality tea accessories. Teapots, strainers, plate racks, jam servers, tableware, clocks, cozies, doilies and much more. All beautiful and great prices too.
www.teafortwo.com

Camwrap - British food imports, Incredible White Tea fragrance line, books, tea cozies, etc. Camwrap: 800-353-9004

Sympatea - SpoonTea A disposable spoon with the tea inside. Simply open, stir into your hot water, and dispose. Brilliant for shops looking for an easy brew and go alternative to regular teabags. www.sympateausa.com

Cirqua Customized Water - a division of The Water System Group. Authority for on-site formulation of water for specialty coffee and tea beverage retailers. Provides equipment and service and technical support. www.cirqua.com

Coastline Imports - Porcelain and Bone China tabletop and giftware market. Beautiful, high quality selections. Coastline exhibits at all the big shows and the booth is beautiful and grows every year - watch them! Great selection. www.coastlinetabletop.com

Harvest House Publishers - I have met this publisher at several other food and gift shows. The line of books is just so perfect for tea rooms, it will amaze you. The beauty, content, connections to family and friends and the extensive line of tea books and presentation racks are stunning. www.harvesthousepublishers.com

Royal Patrician - Large selection of Teaware imported from both England and Asia. A great variety of metal accessories as well. Check out the Dynasty Collection with satin lined gift boxes and assortment of teapots and cups/saucers. www.royalpatrician.com

Gamila - The Original Teastick, Teastick gems, and Teastick gift sets. These are great. The stick itself is a very handy tea, easy to use infuser for loose teas. Simply fill it, place into your cup and stir. www.gamilacompany.com

Shiny Stuff Teapot Jewelry - This sells itself. The jewelry is very high quality and stunning. Wear it and sell it, as simple as that. Great, beautiful selections of earrings, jewelry, bracelets and more. www.teapotjewelry.com

Tea Boards - Tea Associations - etc. Do not forget about the Tea Boards from various tea developing nations and Tea Associations representing USA, Canada, and other countries. Look these up at www.worldteaexpo.com On that note - don't forget about regional USA associations - groups of tea rooms and tea business owners teaming together for educational purposes, networking and more. These groups are also looking for businesses interested in offering special purchasing terms to group members.

SEMINARS

The classes were overflowing in attendance - all very positive as usual. With the introduction of the New Business Boot Camp, I heard a lot of positive feedback from both attendees and the speakers who held these classes. A great first year for the newbies.

The Executive and Technical Series were just that - for Executives and those looking for more technical and also scientific information. These classes were attended by the suits! My editorial assistant for diet and nutrition attended these sessions and was thrilled with the quality and detail of the information and impressed by those attending.

The core conference program was fabulous as always. A few people have told me that they had already taken some similar classes and had decided not to take certain similar topic classes again this year. Well - even though I had similar thoughts on a few topics - I know that it is very important to stay on top of trends and personally decided to attend as much as possible for a fresh outlook for 2008 and beyond. The trendiest and most important, timely classes are usually offered. The viewpoints and timely advice change yearly. For example. I attended the "How to host a Tea Tasting" class - I have attended a load of these and/or read various points of view on presenting this type of class. But, this year I went again. I was thrilled! The speaker was amazing and offered a different spin on hosting a tasting event. We all need to keep things fresh! You need to bring back current, viable information to your customers. If you cannot send everyone from your business to the trade show and classes, at least send one representative to bring back and share with your staff members, so you can - in turn - demonstrate to customers your growth, knowledge, and interest in offering the best you can year after year.

Now - on with some class descriptions - I attended a lot - so sit back and enjoy. But - next year I want to see you standing outside my booth (The Tea House Times & Tea Bureau) to introduce yourself - and waving at me later in the seminars! Are you workin' it? Will you be the next Mover & Shaker?

Skill Building Workshop

Blending by Steve Schwartz, CEO/Founder, Art of Tea www.artoftea.com ~ Impressive session! A three hour, hands-on presentation exploring the world of blending teas and herbal infusions. Exposure to basic formulas and techniques of the art of tea blending. Ways to create custom blends and time tested formulations. Proper grades of teas and botanicals and which ones are complimentary. Use of proper mixing times, tools, and techniques. Natural and artificial flavor applications. Understanding blending with organic and non organic applications. Size matters! - blending similar dimensions, characters, sizes, moisture content, etc. Understanding flavors and how they affect the palette. What type of gloves to use when blending, brew times and temperatures. Lots of hands on blending for perfect - artful - tea blends. Highly recommended.

Executive and Technical Series - a sampling...

Is My Product a Tea, a Food, a Dietary Supplement, or What? by Loren Israelsen, Executive Director, United Natural Products Alliance ~ The ingredients and claims you make will determine your label setup, GNP compliance, retail tax status, and more. Mistakes in compliance can be very serious and can cost your company thousands of dollars. Be sure to follow current regulations and hire a regulatory expert to review and consult your product line, FDA compliance and labeling practices.

Analytical Testing: The Truth Behind Polyphenol Content by Frank Jaksch, President and CEO, ChromaDex www.chromadex.com ~ Antioxidant and polyphenol claims are increasingly apparent on consumer packaging. Is there truth to claims? How are they tested and verified? Is the test data matched to what is really in the product? To ensure product quality, the right analytical method must be chosen for reporting polyphenol content. Some test methods are appropriate for making claims, and some are not. Making health claims and content label claims can bring litigation. Analytical Testing is important for safety, quality control, risk management, and content claims. Is your product tested for identify of ingredients, origin, purity? Various methods of analysis are available and choosing the right method can be critical. Look to the experts! Ensure safety, identity, origin, and quality.

The Impact of Stevia and Alternatives to Flavoring/Sweetening by Mark Blumenthal, Founder and Executive Director, American Botanical Council www.herbalgram.org ~ Major corporations are investing heavily in creating GRAS (generally recognized as safe) status for stevia (currently sold in the US only as a dietary supplement). A GRAS status would enable stevia use in conventional food products. Stevia is known as a sweet herb. The natural sweetness of stevia is being sought after as an alternative to sugar to be used as a food additive, but current FDA regulations only permit stevia for import if clearly labeled for use as a dietary supplement. Dietary supplements are not food additives and thus at this time, stevia **cannot** be marketed as a sweetener - not a food additive. Some alternatives to stevia were discussed as well as possibilities of new tea and beverage blends using both popular and relatively exotic herbal ingredients. Mark also discussed considerations for marketing tea blends as “dietary supplements” in ways that allow the packaging to appropriately convey some of their benefits.

Tea Polyphenol Application Science by Rob McCaleb, President, Herb Research Foundation www.herbs.org ~ Competent and reliable science is required for advertising claims - “you are doomed without it” Rob presented extracts and isolates that qualify for legitimate health benefit claims at certain levels in certain products. Case studies were shared to demonstrate effective products and solid claims. Sorting through what you would like to say to market your product to what you are allowed to say truthfully and scientifically to what you are ultimately allowed to say to comply with regulations are very sticky. Claims need to be verified and checked against true scientific study and regulatory procedure. Product potential falls upon scientific evidence and public awareness and education. Structure Function Claims in the form of statements of nutritional support are allowed for dietary supplements but not disease claims.

Core Conference Program - a sampling . . .

Tea 101 by Bruce Richardson www.benjaminpress.com ~ Did you know black, oolong, green, and white teas are all manufactured from the same tea plant, *Camellia sinensis*? Tea comes from several growing regions throughout the world and can taste very different simply due to growing conditions and means of processing. Bruce taught about brewing times and temperatures and the basics of specialty tea. This class will enable everyone to speak confidently about tea manufacturing, growing regions, tea grades, and how tea is grown and harvested. Bruce is very thorough - tea is a passion - If you experience the processes and visit an estate yourself, you will see why.

2008 WTE - Annual State of the Industry Report by Brian Keating www.teareport.com ~ A MUST attend event every year! Sales of tea in the US is expected to meet or exceed \$10 billion by 2010. All driven by Tea & Health and positive media (media **wants** the tea message)! As Brian calls it - World Tea Expo is “The Specialty Tea Network Hub” - a viable market and meeting place we are fortunate to have. We have all heard it before that soda is flat - energizing drinks are in, juices are full of calories and sugars, alcohol is unhealthy, water is controversially “pure” - but tea is blessed with scientific data, safety, nutrition, and energy! Consumers want to know where their tea comes from and like to see facts on labeling. The addition of tea to other products adds ethnicity and drives tea consciousness. With less than 1/3 of US consumers drinking tea regularly there is huge room for growth if we reach out to various demographic sub groups such as men, teens, etc. For tea packaging and marketing- be careful with claims - Get a regulatory lawyer and consultation of a regulatory specialist. You will also hear over and over to offer tastings to customers - think of the sales afterwards. The Specialty Tea Industry is “ripe for setting an example through inter-industry cooperation and service to consumers with unparalleled value (economic, wellness & more)” Everyone will benefit!

Global New Product Launches by Lynn Dornblaser www.mintel.com ~ Must attend every year. Lynn reports 5 major trends driving consumers. Simply stated these are science, demographics, education, empowerment, and lifestyle. Specific tea trends move by color i.e. white, red, green - time of day - organic - lifestyle/age - flavor trends. Tea is now seen in all places, all types of settings, and much more than a beverage - now in all

types of products. As stated elsewhere - capture your customers by offering samples, limited edition blends, a clear, consistent message about your products, education, and find ways to go green!

Package Design for the Green Generation by Wendy McPhee Design & Marketing ~ Okay - we all hear it over and over again in recent media - Let's go green! This class gave some great ideas for simplifying packaging, using less materials, using better and recyclable materials and more. Most importantly your packaging needs to protect the product and communicate to the customer. Research before packaging. Use recycled materials, non-petroleum materials, avoid plastic. Some more innovative materials include plastics created from starches, fiber-based material, molded pulp, and cork -bark from trees! Did you know harvested bark from cork trees grows back! Monitor the environmental impact of the materials you choose. A great example of simplified packaging was a bar of soap packaged into a box - switched to a paper wrap - it was simple and elegant! Over packaging is a problem - i.e. tea in a bag, inside a can, inside a box, etc.

How to Conduct a Successful Tea Tasting by Anupa Mueller, Eco-Prima Tea www.ecoprimatea.com ~ Another absolutely wonderful presentation. It is always great to get a new perspective on an already great idea. If you do not already know the power of sampling - host a tea tasting for your customers - how impressed they will be, educated, and ready to try something - and buy something new! Tasting is not the same thing as cupping! A tasting is blissful enjoyment - helping customers enjoy the process - no spitting or slurping here! Your objective is to educate consumers, generate revenue, increase exposure, collect information about your customers - and keep doing it to introduce new products, educate them over again and keep up the momentum to offer something fun - an experience! Limit your tastings to 6-8 teas. Try a variety, use different themes, use a tasting set to demonstrate - but not needed for everyone! Host tastings of teas from different growing regions. Offer educational handouts about the region, manufacturing practices, etc. Your customers will be very impressed!

Merchandising - Your Silent Salesperson & Secret Weapon by Elizabeth Knight www.teawithfriends.com ~ Elizabeth is right! Merchandising is your silent salesperson! Elizabeth shows how to organize inventory using layout, lighting, fixtures, props, and displays to increase traffic and sales. Visual merchandising affects your image and helps build sales. You might display according to themes or other ways particularly engaging to your customers. Do you understand your customers and what drives their impulse purchases or how to get them to spend more money? Pay attention to sales. Use a variety of shapes, textures, colors to visually attract attention. Create a floor plan that is beautiful, functional, and appealing.

Converting the Coffee Culture by Mark "Dr. Tea" Ukra www.ultimateteadiet.com ~ Mark is author of *The Ultimate TEA Diet* book. He is full of energy and enthusiasm to educate consumers about tea! Mark 'spills the beans' on coffee and educates on what you should know to teach and guide your clientele away from coffee. Think about caffeine, how it works in the body. Caffeine levels in coffee and tea are different. Think of the health benefits and how it works in the body. According to Mark, there are several health

risks of coffee but there are some benefits too. Tea has less caffeine and great health benefits. Educate yourself about tea. Educate your customers about tea!

OUTSIDE REPORTS:

World Tea Expo has grown and offers so much these days - it is also nice to read other post show reviews and reports to get a different perspective. I found some great things that I missed or apparently must have walked by or tripped over at the expo - while watching and listening to Celebrity Chef Connection. Go to www.celebritychefconnection.com They report on great food, chefs, and more. Last year I served as travel correspondent for them since they could not make it to the 2007 World Tea Expo in Atlanta.

Tea Radio has some great things lined up for the coming year. The first post-World Tea Expo broadcast features Tea Bureau! Go to Tea Radio and enter your email address so you will not miss the announcement - due out the first week of July. Go to www.tearadio.com and simply enter your email address to receive broadcast alerts to your email.

SUMMARY

Apparently anything more than 1,000 words will lose a reader's attention, so if I lost your attention and you skipped down to the summary - shame on you - because the information included in this entire report will help move your business to the next level. Go back and read it all :-)

15 pages and 3 pitchers of iced, peach tea later.....I hope you have enjoyed reading my post 2008 World Tea Expo coverage. I have made so many tea friends over the years and I am very enthusiastic and excited as our industry continues to grow by leaps and bounds. I am proud to be working with so many very giving, positive tea people.....all with a passion in their hearts.

Learn more about tea - learning never ends. Experience tea in every way possible. Visit a tea plantation - it will move you - and change you forever. Share your knowledge, educate your customers. Work hard to create a positive image for your business and keep sending us your news!Cannot wait to see you next year!

.....*gail*

(Books and Products for a published review, may be sent to the address below)

[**Books given to me at the expo and awaiting review** - *A Tea Party for the Children* by Copper Beech Publishing, *Christmas Teas of Comfort and Joy* by Emilie Barnes with Paintings by Susan Rios, *Celtic Teas with Friends* by Elizabeth Knight, *The Gentle Art of Hospitality* by Alda Ellis with Paintings by Camille Ellerbrook, and *Passion for Tea* by Beverly Rorem.] [Stay tuned to upcoming issues of The Tea House Times. See also our full Tea Library of book reviews via Tea Bureau \[www.teabureau.com\]\(http://www.teabureau.com\)](#)

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