



# The **TEA** House Times<sup>TM</sup>



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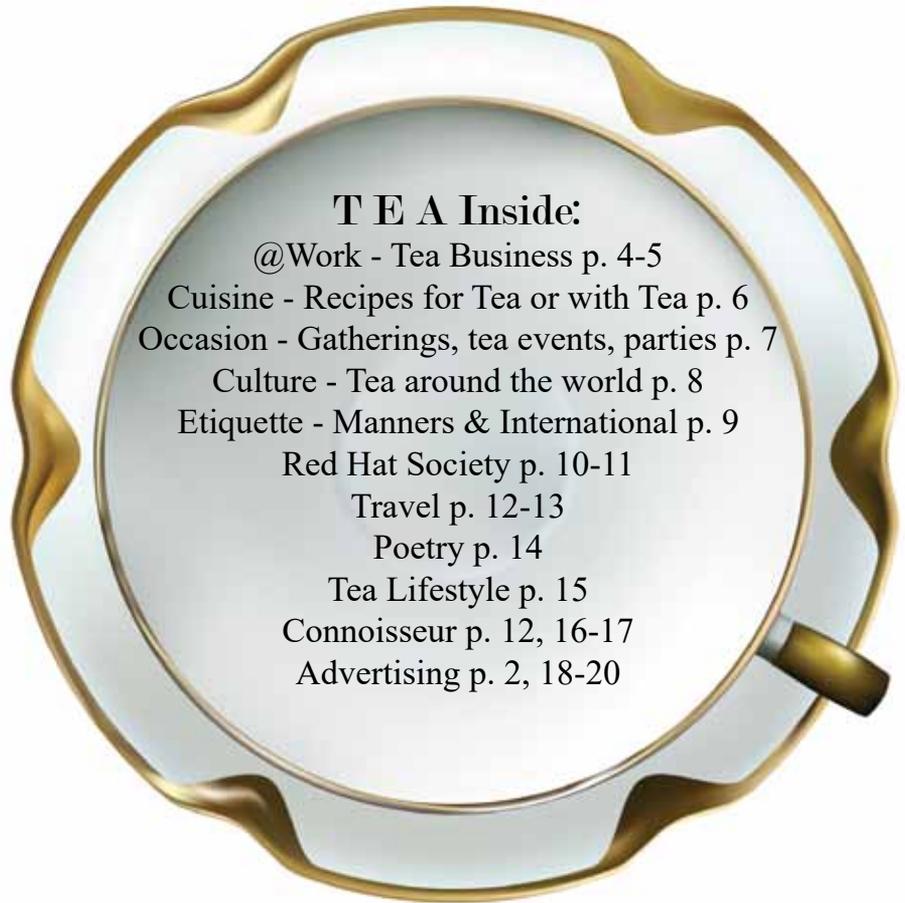


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## Greetings from The TEA House Times!

As this issue moves to print and distribution, I head for Toronto to present at SIAL Canada, North America's largest food innovation trade show. I am very excited to be named SIAL Canada's Tea & Infused Beverage Expert for 2019. In this capacity, I am leading numerous workshops, panels, and discussions on tea and related beverages and will share best practices in using tea as a profit center. Watch our Facebook page for related posts @teahousetimes. Special thanks to my numerous session sponsors which may be found at the SIAL website.

This issue is full of great ideas for making your next tea party extra special especially in the warmer months. Notice we have renamed Norwood's page to "Tea Society". He and his lovely wife, Valerie, will be sharing some personal thoughts on tea.

World Tea Expo is quickly approaching and will take place this June in Las Vegas, Nevada. See ad on back cover for registration details.

## SALUTATIONS

And, save the dates, December 14-15, for the Valley Forge, Pennsylvania edition of the Coffee & Tea Festival. New dates, same location.

Wishing everyone a lovely spring with plenty of tea gatherings for personal pleasure or serious business!

See you next in Vegas!

All the best,



*Gail  
Gastelu*

# @WORK

A message from . . .



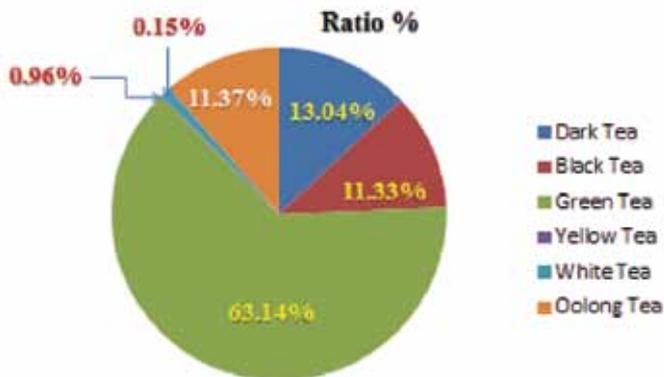
*Founded in 1899, the Tea Association of the USA, Inc. was formed to promote and protect the interests of the tea trade in the United States and is the recognized independent authority on Tea.*

## *All the Tea in China - revisited*

About 2 ½ years ago, I wrote a small piece on the production of Chinese tea. In 2015, China produced 2,249,999 Metric Tons of tea which is over 5 Billion Pounds of tea. This represents almost 43% of the world's tea production!

2017 showed total production of 2,609,000 MT, almost a 15% increase. The ratio of teas produced remains somewhat constant to 2015, which was as follows:

**Ratio of Six Kinds of Tea in China, 2015**



Not only did China produce about 360,000 MT (794 MM pounds), but they also imported some 355,000 MT (790 MM pounds)! They also exported about the same as imports, e.g., 355,000 MT (790 MM pounds). (Figures Courtesy of ITC, International Tea Committee)

This is truly extraordinary and the apparent growth in consumption is very strong. Imagine if all producing countries could increase their consumption as does China. This helps to explain the great return that most growers of Chinese tea get for their product, allowing for a dynamic and innovation led market.

## Use the #DrinkTea Campaign



Yet, the Chinese also continue to honor their tea heritage. I was lucky enough to observe the Tea Shouting Festival in Mingwei Town, where the local residents celebrate the beginning of the tea season. Traditionally, villagers would shout together “Tea sprouting”, “Tea sprouting” and “Tea sprouting”. The voices would resound through the valley and would echo, so it was called “shouting tea”.

Here I am amidst the “shouters” and having a great time welcoming the “Shouting Tea”!



A handwritten signature in blue ink, which appears to read "Peter F. Goggi".

Peter F. Goggi, President  
Tea Association of  
the U.S.A., Inc.  
**TeaUSA.org**



DrinkTeaCampaign.com

A message from . . .



Tea and Herbal Association of Canada  
Association du Thé et des Tisanes du Canada

*A Year in Review* - I know it seems like an odd time to be reflecting on a year, but ‘accounting’ years don’t always fall in line with calendar years – and the ‘accounting’ year for THAC reached a close on March 31st. This made me reflect and look back to assess all that we’ve done in 2018/19.

As you all know, I stepped into this new position just last June – and with that I promised new programs and benefits to membership. I wrote my first article for this publication telling you what it is that we do. But, sometimes, when you’re immersed in the doing, you forget to take a step back and simply take in all that you have done. So here it is... since June...we’ve...

- Launched TWO new websites – consumer based and member based
- Expanded our webinars including a three part series on ‘How to Start a Tea Business’
- Launched the first of three Herbal education programs
- Added a group buying benefits program for members
- Increased our social media audience by 39%
- Developed guideline documents for two important legislations facing the tea industry
- Built on our relationship with officials at Health Canada as well as the CFIA
- Launched ‘sip’, our quarterly online magazine
- Launched a weekly ‘Tea Bulletin’
- Produced three promotional videos

I am truly proud of what we’ve done in a two person office – and I can only promise you...we are not done! The one constant in all our lives is change. And being adaptable to change is what keeps us relevant; not only in your companies and this industry but also for us as Associations. Find our full Year in Review 2018/19 – click **here** - or contact us.

Shabnam Weber  
President  
Tea and Herbal  
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*January may be the traditional start to a new year, but for many it's spring that represents a new beginning. The first growth of fragrant herbs; cool, misty air; and a freshness that is unique to spring.*

*Enjoy two teas with your spring afternoon tea. First, Endless Sky Ceylon tea from the Lumbini Valley in Sri Lanka. Exceptional black tea, refreshing, with medium body, and a copper colored cup. From Lumbini Tea Valley (lumbiniteausa.com). The second is Tung Ting Oolong from the famed Dong Ding Mountain in Taiwan. Sophisticated and aromatic, this tea adds a very special addition to your tea table. From SerendipiTea (serendipitea.com).*

## Toasted Rolled Asparagus

20 asparagus spears (not pencil asparagus)  
 ½ cup honey mustard  
 1 tsp. dried dill or 1 tsp. fresh dill  
 20 slices Pepperidge Farm very thin whole wheat bread  
 Melted butter

Preheat oven to 400 degrees. Line a baking sheet with parchment paper. - Trim asparagus to length of bread slice, corner to corner. Place asparagus in salted boiling water and poach for 1 minute. Remove, place on plate and cool. - Prepare honey mustard by stirring in dill. - Trim crust from bread slices. Using a rolling pin, lightly roll each slice, making it more flexible for wrapping around asparagus. - Spread each bread slice thinly with mustard. Place asparagus on diagonal and roll up. Place seam side down on baking sheet. After completing the 20 sandwiches, brush with melted butter. - Bake for 10 minutes or until bread is toasted. Serve immediately. - Can be made ahead and frozen until needed.

## Lemon Herb Tea Bread

¾ cup milk  
 1 Tbsp. finely chopped lemon balm  
 1 Tbsp. finely chopped lemon thyme  
 2 cups unbleached flour  
 1-1/2 tsp. baking powder  
 Pinch salt  
 6 Tbsp. unsalted butter, room temperature  
 1 cup sugar  
 2 eggs  
 Zest and juice of 2 lemons (set aside juice for glaze)  
 1 to 1-1/2 cups powdered sugar for glaze

Heat oven to 325 degrees F. Butter or spray a 9" x 5" loaf pan. - Heat the milk and add herbs to steep until cool. - Blend dry ingredients and lemon zest together. In a separate bowl, cream butter >

## Carrot Spring Onion Scones

2 cups unbleached flour  
 2 Tbsp. sugar  
 2 tsps. baking powder  
 ¼ tsp. salt  
 6 Tbsp. unsalted butter  
 ½ cup grated carrots (about 1 medium carrot)  
 ¼ cup thinly sliced spring onions (scallions)  
 ½ cup milk 1 egg

Preheat oven to 400 degrees F. - Blend flour, sugar, and baking powder in large bowl. Cut the butter in well, with pieces no larger than pea-sized. Stir in grated carrots and spring onions. - Whisk milk and egg together in separate bowl and fold into dry mix, careful not to over mix or knead dough. On a floured surface, gather up dough and fold and press a few times until it's ready to roll out. Add a bit more flour if dough is sticky. Roll dough about 1/2" thick and cut into desired size and shape. You may also form dough into 7" circle and cut into 8 wedges. Separate wedges on baking sheet. Brush tops of scones with a little milk. - Bake for 15 minutes, checking at 12 minutes and watching until ready.

>and then gradually beat in sugar, beating until light and fluffy. Beat in eggs, one at a time. Add dry ingredients and milk alternately until just blended. - Put batter into prepared loaf pan and bake for about 50 minutes. A toothpick inserted in the center should come out dry. - Add powdered sugar in portions to lemon juice, stirring until the glaze is thick, but pourable. The amount of sugar needed will depend on the size of the lemons and juice they produce. - Carefully remove cake and set on a wire rack that has been placed over a plate. Pour glaze over hot cake. Garnish with sprigs of lemon thyme and lemon balm. - Recipe adapted from *Herbs: Gardens, Decorations and Recipes* by Emelie Tolley & Chris Mead



*Karen Donnelly is a certified Tea Association of Canada Tea Sommelier Professional and has been an afternoon tea event planner, speaker and teacher for over 20 years. She is the owner of Greenhalgh Tea and manager of the Orchard Tea Room at Rose Hip Barn, Thornton, PA. See [GreenhalghTea.com](http://GreenhalghTea.com)*

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# A Red, White & Blue Father's Celebration

OCCASION

by Kim Hendrickson

*"A good father is one of the most unsung, unpraised, unnoticed, and yet one of the most valuable assets in our society."*

*Billy Graham*

Flag Day happens just before Father's Day each year. Father's Day was first celebrated in 1910, but it took 58 years after Mother's Day was made official to make Dad's Day official too! Flag Day was celebrated the same year but was slow to spread. It was given a boost in 1916 when President Wilson used telegraph signals to unfurl a flag in Washington by pressing a button! It seems natural to celebrate Father's Day right after, especially when so many Dads and Granddad's were involved in the military and/or are patriotic (but aren't we all!).

Let's keep the patriotic feel ever present when we gather together to celebrate Father's Day by using red, white and blue as the theme for our next gathering. By June the weather should be delightful to have our parties outside and some of these party suggestions might fit into your plans.

- Keep your table a simple white, but borrow some bunting from a local organization and wrap the edges of your table with it. It will really set the mood and the season.
- Red, white & blue ribbon wrapped straw hats for all fathers (and maybe all guests) can be easily found at party stores.
- Take advantage of the casual outdoors by serving lots of finger foods: ribs, pigs'n blankets, small star shaped finger sandwiches, quiche bites, veggies & dips....you get the idea.
- Serve a variety of iced teas: Black tea & Blueberry? Hibiscus tisane? Or a flavored white tea?
- Inexpensive flags added to your centerpiece will remind people of Flag Day, or use an individual flag as a place setting identifier by writing each guest's name on the wooden pole.
- Skewers of angel food squares, strawberries or watermelon, and blueberries or grapes make a great low cal dessert.
- Cupcakes of streaked red and blue white cake are an easy dessert.
- Jazz up dessert. Make your Dad's favorite: Lemon Meringue Pie, Carrot Cake, Oatmeal Raisin Cookies by inserting a bunch of sparklers to celebrate your Dad and the season.
- Make and bag white chocolate bark that has the red & blue drizzle on top as a take-away gift.
- When you need an easy game, use the internet to find pictures of famous presidents. Then find out something unique about them (especially if it has to do with Father's Day and/or Flag Day). You ask the questions. Each guest holding a photo will guess what fact belongs to what president. Winner has guessed the most correct. Give them a prize of a book about famous fathers (there have been a number written on the subject).



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*Kim Hendrickson, author of the Tastefully Small cookbook series, has been teaching for nearly twenty years. A regular instructor at the John C. Campbell Folk School, she is a frequent speaker at culinary events throughout the U.S. She has catered for The Travel Channel's Bizarre Food Show, the New York Metropolitan Opera, the Penguin Repertory Theater and TV's "Slangman", David Burke. Kim's book, "Finger Sandwiches", is the only one of its kind, dedicated exclusively to a celebration of unique and flavorful tea sandwiches, and her "Savory Bites" and "Dessert Canapes" books help round out the Tastefully Small series to make any gathering both fun and delicious. Please visit [SalviaPress.net](http://SalviaPress.net) See also: <http://kim.theteahousetimes.com>*



# CULTURE

## Taking the Saints to Tea

by Gail Henderson

May seems to be the month our thoughts just naturally turn to our mothers, whether they were our “sainted” birth mothers or women who mentored us. I wish we could take them all to tea!

This month another woman to honor comes to mind as well and we can do that at home or in New Orleans or in France. Every year in May for approximately 600 years, a festival in Orleans, France honors its liberator Joan of Arc (Jeanne d’Arc). It is also in this month (precisely May 30, 1431) that she was burned at the stake in Rouen. That site is marked by a chilling monument and I recall vividly the feelings it evoked. Just a stone’s throw from it, a bakery sold a memorable visual reminder called “Jeanne d’Arc’s Tears,” which were toasted whole almonds dusted with sweet cocoa powder.

Recent travels took me closer to home to New Orleans, and the statue of its patron saint, Jeanne d’Arc, officially Saint Joan since 1920. The city additionally honors her with a ten-year old January parade. Looking at the statue, I couldn’t help but wonder if the city of bourbon and oyster po’boys could actually offer a valid tea experience to rival France’s?



Of course! The traditional French tea pastries and macarons can be found in fine hotels but afternoon tea is famous at The Windsor Court Hotel’s Le Salon, which includes over twenty tea selections and is exquisitely served to the music of harp or piano. Champagne, five lovely tea sandwiches, two scone choices, and multiple gorgeous pastries!

If your mother or mentors have passed on, may I suggest you find a young girl in the neighborhood or a granddaughter’s friend to take to tea. At the very least, you will introduce someone to the thrill of a tea room and at the very best, just like Joan of Arc, you may find someone to “rescue.”



*Gail Henderson connects people through her business - Love Your Neighborhood. She lives in Palmetto, Florida. Gail makes memories with her grandchildren and helps others make memories by giving away tea resources and information. Visit her website to learn more: [LoveYourNeighborhood.com](http://LoveYourNeighborhood.com) Or call 813-928-1166 for information and help. Photo credit: Martha DeWeese*

## Your Manners Matter® Minute with Cynthia Grosso

*How about hands in the pocket around the world?*

### Etiquette Tip: Body Language Hands in Pocket

You walk into a business cocktail party, you are introduced to the few people standing in a small gathering near the door. After being introduced, you stand there and put both hands in your pockets. Is this good etiquette?

Your body language helps form the first impression that people have of you. Body language has an etiquette, as it contributes to a positive or negative impression.

Refrain from putting your hands in your pockets, behind your back, on your hips or crossing your arms. All of these actions speak about you. Putting both hands in your pockets in body language says that in that moment you are very aware of what is coming out of your mouth, and may cause people to subconsciously question your trustworthiness.

Etiquette suggests keeping your arms at your side; palms facing in towards your body.

How you carry and project yourself will have more influence on people you meet than what you actually have to say verbally. Understanding and using the silent vocabulary of good body language speaks loudly in your success.



### International Protocol: Palms of the hands display trust.

In international business putting your hand in your pocket may speak even louder than in the United States.

In many countries putting both hands in your pockets is poor manners. Showing the palms of the hands in body language is read by the subconscious mind as a gesture displaying trust. So, putting both hands in your pockets will be construed as being unprofessional and not being trustworthy. This is very significant as trust is the number one reason people do business with you.

Properly displaying your hands in international business is a valuable part of your international savvy and success.



*Editor's note: Alongside the multi-cultural experience of tea, many tea lovers travel the world - to tea growing countries and to those places where tea is experienced in special ways. Updates to this wonderful feature page for manners, etiquette, and international protocol will help you in every situation around the world. Enjoy!*

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Cynthia Grosso is Founder of The Charleston School of Protocol and Etiquette. The Charleston School of Protocol and Etiquette specializes in helping people handle life's events and changes with style, polish and confidence. The Charleston School of Protocol and Etiquette teaches the skill of confidence to eliminate personal and professional barriers and live an extraordinary life.



# A Japanese Tea Party

When flying to Japan isn't an option, why not have a Japanese tea party at home? That's exactly what Queen Penny Johnson and her Chapter, Wild Wonderful Women of Texas, did! As Members arrived, they donned slippers and kimonos and gathered to watch guest dancers from Okinawa. After the entertainment, the ladies practiced their origami skills, making cranes, boxes, and other shapes with paper they marbled themselves.

During teatime, dessert sushi made from rice cereal and gummy candies was served in the true Hatter fashion of eating dessert first. Each Member was then treated to her own cup of blooming flower tea, which blossomed as she enjoyed her meal. What a beautiful way to experience a different culture with friends!



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# HOW TO MAKE CANDY SUSHI

## What You'll Need:

- 10 ounces marshmallows (any size)
- 4 cups crispy rice cereal
- 2 tablespoons butter
- Gummy worms
- Swedish fish
- Fruit strips (such as Fruit by the Foot)
- Licorice
- Assorted gummy fruit candies



### Step 1: Prep Rice Cereal Treats

In a large mixing bowl, combine butter and marshmallows. Microwave for 2 minutes until marshmallows are fluffy and melted. Immediately add rice cereal and mix.

Butter a square dish and press half your cereal and marshmallow mixture into a square, about 2 inches thick.

Reserve other half of mixture in the bowl.

### Step 2: Assemble "Hosomaki" Candy Sushi Rolls (seaweed on the outside)

Flatten a handful of cereal mixture from the bowl on a sheet of wax paper and line up 3 gummy worms or other candies of your choice on one side. Use the rice paper to guide the cereal up and over the candy. Press down gently as you roll.

Peel back wax paper and use your fingertips to press together any gaps. Wrap fruit strips around outside of roll. Slice into equally sized pieces.

### Step 3: Assemble Candy Nigiri (fish over small mound of rice)

Using the flattened cereal mixture from the pan, measure a piece about as big as one Swedish fish and cut. Place fish candy on top and wrap with a fruit strip, cutting off the excess.

**ARRANGE CANDY SUSHI ON A PLATE AND ENJOY!**

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James Norwood Pratt



## Time for Tea Pilgrimages



Image: Tarzhanova/Shutterstock.com

Springtime!

Rose gardens everywhere are waking up while camellias continue to flaunt their finest blossoms. Our friend Henrietta has already presided over Edgefield, South Carolina's 70th Annual Camellia Tea. Yes, since 1949 local gardeners have celebrated this area known as a paradise for camellias and people come from neighboring states to admire the many varieties of flower and, of course, to enjoy the infusion of *Camellia sinensis*.

Valerie and I have stayed home in San Francisco and wished our friends bon voyage on their travels. Bruce and Shelley Richardson, proprietors of Elmwood Inn Fine Teas and Benjamin Press ([elmwoodinn.com](http://elmwoodinn.com)), left Kentucky in mid March for a leisurely tour of Japan, Shelley's first. Bruce is sure to write all about it on his blog; The Tea Maestro (his first career was a choral conductor). He takes great pictures too. Besides Tokyo and Kyoto they are visiting Uji where Japan's finest Gyokuro and matcha originate.

In spring Jason Chen and others always head for China. Jason likes to supervise plucking and processing of tea for his company CC Fine Tea ([ccfinetea.com](http://ccfinetea.com)) which controls extensive organic gardens. Ned Heagerty has just departed for China for his annual three weeks spent buying for Silk Road Teas ([silkroadteas.com](http://silkroadteas.com)).

Other than private trips, there are China tours such as the brilliant Dan Robertson ([worldteatours.com](http://worldteatours.com)) leads but which again this year we must, alas, miss.

China is certainly not the only destination for tea lovers this time of year. Julee Rosanoff and her husband Doug Livingston left for India as part of the annual tour sponsored by International Tea Importers (ITI) ([teavendor.com](http://teavendor.com)) and led by Raj Vable of Young Mountain Tea ([youngmountaintea.com](http://youngmountaintea.com)). Julee has sold Seattle's famous Perennial Tea Room and turned full time to her role as godmother for America's Tea Festival movement, having birthed our first, the Northwest Tea Festival in Seattle in 2008 ([nwteafestival.com](http://nwteafestival.com)). The ITI tour takes the chosen few (21 this year) from The Nilgiris or Blue Mountains in south India to Darjeeling in the foothills of the Himalayas with stops along the way from Bangalore to Calcutta. She and Doug are back in time to assist with the first of this year's tea festivals scheduled for April 27th in Sacramento, California. Have you considered starting a Tea Festival in your vicinity? Just ask Julee to help.

Mike Harney ([Harney.com](http://Harney.com)), Marcus Wulf and other friends are no doubt off on their tea buying trips while the rest of us stay home and order from our favorite catalogs.

Find more of James Norwood Pratt's work at [TeaCourse.com](http://TeaCourse.com) where learning never ends.

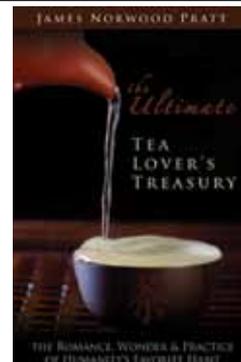
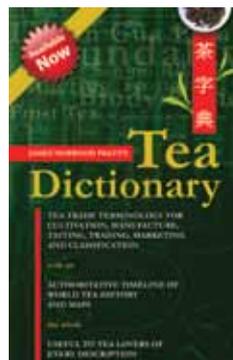


James Norwood Pratt  
is acknowledged as America's Tea Sage.  
He is an award winning author and authority on tea.

Please visit  
[JamesNorwoodPratt.com](http://JamesNorwoodPratt.com) for Norwood's schedule of  
appearances and to purchase his books.

**\*\*Do you have input or a question for Norwood?**

Send your question to [info@theteahousetimes.com](mailto:info@theteahousetimes.com)



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Appetizers and Pastries

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Freshly Baked Scones

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Egg Souffle Sandwich with Homemade English Muffin

Through our partnership with PAII - Professional Association of Innkeepers International, their member Bed & Breakfasts / Inns / Boutique Hotels are featured in every issue of *The Tea House Times*. All PAII member innkeepers receive a digital subscription and may share it as an amenity to guests. PAII's non-innkeeper members include future innkeepers, retired innkeepers, vendor affiliates, and lodging associations - all receive *The Tea House Times* digital subscription to discover the inns that will welcome them with tea time and hospitality, and that also will enhance their personal knowledge and enjoyment of tea.

Innkeepers who choose membership in PAII are committed to high standards of hospitality through continuing education on management, marketing, and exceeding guest expectations. PAII's membership includes hundreds of innkeepers in the US, and is seasoned with innkeepers outside of the US borders. PAII is delighted to acquaint *The Tea House Times* readers with the historic mansions, rustic lodges, intimate cottages, contemporary inns, and more, with innkeepers that offer tea service. To discover more about PAII, visit <http://www.paii.org>



# TEA IS POETRY POURED

By Susan Patterson aka Earlene Grey

## Part I

The name of this column is 'Tea is Poetry Poured'. It's a beautiful thought, but where is the connection between the two? It is certainly interesting to consider, isn't it? But here is another thought. Poetry and tea often suffer the same reaction from the public, especially the American public. "I won't like it." (Neither tea nor poetry.) "Nope, I've tried it and it is bitter." "Nope, I don't understand what it means." Both are often considered to be too highbrow, too uppity. Well, I'm here to tell you, those people who think so, are wrong. There I've said it.

Now, if you are reading this magazine, then you probably realize the value of tea. It's just plain terrific! You've learned how to brew a good cuppa'. Further, you recognize its health factors. Tea is part of your life and you're not about to change. But what about poetry?

As an unexpected poet, I have to admit that I did not read volumes of it. Even while getting my BA in English literature, poetry wasn't a passion to which I was drawn. But here I am, writing poetry and drinking tea. I'm here to tell you, it's a grand combination!

Be sure to look for part 2 of this article to learn how to read poetry. What fun!

*Your poet in Oregon, skp*

PS. You will note that the picture in this column is one of me reading to a Red Hat group. If you belong to the Red Hat Society and want very special pricing for my poetry book, *Musings With a Cuppa-The Poetry of Tea*, for each member of your own club, email me direct at [susan@earlenegrey.com](mailto:susan@earlenegrey.com).



## When Poets Gather, Things Happen

The air is different.  
Atoms pulse new rhythms.  
Energies transform.  
We are renewed,  
Even refined.  
There is less rage and hurt,  
More thought and care.

It may be quick or slow,  
The movement  
Of the moments,  
But when poets  
Speak their words,  
The sounds become  
Great winds of change.

Susan Patterson 03-19



Susan Patterson is an unexpected author. She did not put writing into her life's plan. However, after a demanding and busy career in business, much to her surprise, poetry came to her. Ms. Patterson is an author of the heart and writer for the soul. Her work, it has been said, is so sharp, so intricate; it is like a Fabergé egg. Ms. Patterson's worldwide audience declares her writing to be in the top caliber of modern poets. Her work, which ranges from humorous to thoughtfully intelligent, is always quietly compelling. Please visit [EarleneGrey.com](http://EarleneGrey.com) See also: <http://susan.theteahousetimes.com>



# TEA INDUSTRY

by Gail Gastelu, The Tea House Times

SIAL Canada invited me to take part in several of their beverage programs at the 2019 show in Toronto, April 30-May 2 including the Inspire Drink workshops and expert panel presentations in their Expert Hub. To share a bit of tea industry insight leading into the show, SIAL arranged a Q&A between myself and a specialty agri-food magazine, *Actualité Alimentaire*. The article was originally published in French.

*1-As an expert Drink Ambassador, what is your role at SIAL?*

As an ambassador in the SIAL Canada Expert Hub, my role as their designated Tea and Infused Beverage Expert is to lead education and panel discussions within the beverage tract for SIAL Canada and act as spokesperson. Through panels, show floor demonstrations, and conference topics, my goal is to communicate best practices and share the most interesting and beneficial trends and innovation in the category to the benefit of food and beverage professionals in attendance.

*2-How do you want to get involved in the show?*

Since I live and breathe all things tea, my involvement at the show will be filled with excitement and enthusiasm. My goal is to meet with and help as many people as possible; to confer a greater understanding of tea and how it can be a part of any food or beverage business; how to profit from it; and how to bring excitement to the category, uniquely. The Central Experts Hub at SIAL provides a dedicated space for people to come and meet with me and other Ambassadors. The panel themes I have scheduled to lead include several other ambassadors so that we may achieve a thorough understanding of branding, innovation, regulations and more.

*3-In your opinion, what are the major trends and innovation areas in the Drink Area?*

Trends for drinks quite often closely match or can be paired with what is happening with food. Trending ingredients such as matcha or turmeric can very easily be incorporated into cooking/baking, mixed drinks, healthy meals and more; beauty products too! Innovation happens when people think outside the box or tea-bag let's say. Think about different ways tea can be used rather than simply sipping it and there you find innovation in quite clever new ways.

*4-What is the future of the drinks industry in your area of expertise?*

The industry surrounding Tea and Infused Beverages is moving towards higher quality tea; a concentration in education towards proper handling, storage and consistent, tasteful preparation; and better hot tea or iced tea and herbal/non-caffeinated infusions. We are now looking more deeply into "infusing" tea or herbal infusions with additional ingredients, specifically added nutrients in order to layer health benefits. Functional ingredients for example, meaning a nutrient or dietary ingredient which is intended to affect the structure or function of humans are making their way into our beverages big time. Functional is the buzz word right now. Functional beverages in particular are in a race to the top. The key to this, however, is to ensure that the base ingredient, tea (*Camellia sinensis*) and other blending ingredients are of high quality.

Learn more at <http://www.sialcanada.com/en>

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# MAKE ROOM FOR the ‘SHROOM (Part II): Reishi, Maitake, Shitake

## Mushrooms

by Linda Villano, SerendipiTea

The growing popularity of mushroom “tea” appears to be closely following that of tea’s (*Camellia sinensis*) trajectory of years past. Similarly, the first rumblings of this mushrooming mania were rooted in the perceived health benefits ascribed to sipping fungi tea. It’s believed that polyphenols and other properties in certain mushrooms have anti-inflammatory, anti-bacterial, anti-diabetic, anti-dementia and anti-viral effects. A short list of wellness claims for various brews includes: boosts in immunity, liver cleansing, stress relief, and lowering of blood-pressure and cholesterol.

Chaga, the King of Mushrooms, was introduced in Part I. Now let’s meet the Queen and her court. Reishi Mushrooms, also referred to as the Divine Fungus or the Queen Healer, have a long history of being consumed for health dating back more than 2,000 years in China.



*Reishi Mushroom*  
Photo Credit: NoTasteLikeHome.org

Reishi mushrooms were only found growing on old trees in remote forests in China, Japan and Korea. Today, these fungi are grown commercially around the world, even here in the United States. Reishi mushroom tea helps with relaxation and is a reliable sleep aid. Other reported benefits are too numerous to list.

According to many, this divine ‘shroom can do no wrong, only immeasurable good. They are difficult to break when dried so seek out pre-sliced Reishi. Like tea use one teaspoon per cup. Bring a pot of water to a boil then add the Reishi bits to the water, reduce heat, let simmer for about two hours. Sweeten if you’d like. The bitter, earthiness of Reishi tea is an acquired taste.

Maitakes are also known as Hen of the Woods and Dancing Mushrooms. In a gentle breeze, the movement resembles coral dancing in the current; legends claim that in the old days of Japan people danced with joy when happening upon this precious, once rare, fungus. Believed to help with weight-loss and digestion, immune system enhancement, anti-tumor, antioxidant, Maitakes are rich in minerals, vitamins, amino acids and fiber. Highly prized for their taste in Japanese cuisine, the “tea” made from Maitake mushrooms is rich, earthy, woody and broth-like. One might even describe it as delicious!



*Maitake Mushroom*  
Photo Credit: NoTasteLikeHome.org

# MAKE ROOM FOR the 'SHROOM

# CONNOISSEUR

## (Part II) Continued

by Linda Villano, SerendipiTea

Linda Villano



More common than the other fungi in this clique, Shitake mushrooms can be found in most supermarkets and dried packets are plentiful in Asian markets. Said to aid in detoxing and clarifying one's skin, the tea also helps to support the immune system and has antibacterial and antiviral properties. Although most Shitakes are commercially cultivated, a wild child does appear here and there.

The brew should simmer for at least 1-2 hours. Strain mushrooms and set them aside then drink as is or add other ingredients to taste ~ ginger, lemon, and honey are good options. A concentrate can be prepared in a slow cooker using a ratio of 8 ounces of mushrooms to 1 gallon water.

If a savory brew is the goal, add desired ingredients such as herbs, vegetables or chicken bones then set to cook for 72 hours.

Keep an eye on the brew and add water periodically to maintain the liquid to mushroom ratio. The slow cooking process ensures that every last bit of beneficial properties is extracted. When time is up, be sure to give the spent mushrooms a good final squeeze, leaving no goodness untapped.

Always search for organic or wild harvested mushrooms, because they're "suckers". Any pesticides or chemicals used in the growing process will be absorbed, concentrated, stored and then released into the tea being made turning what was to be a healthy brew into something potentially toxic. And keep in mind that any of the healing mushrooms named here can also be eaten. If using slices, chunks or pieces for the tea, strain then set aside before sipping. Then add the mushroom bits to a soup, stir fry or sauté. Cook and consume as desired.

*Note: If taking medication please check with your doctor before consuming mushroom tea in order to make certain the brew will not interfere with prescriptions.*

Mushrooms may not be your cup of tea, but it's a good time to start gathering information. Preparation is everything and customer questions are inevitable. Make room for the 'shroom.

*This topic is continued in greater detail including additional resources and information at [TeaCourse.com](http://TeaCourse.com)*



Linda Villano is  
Co-Founder/President of SerendipiTea.  
The NY-Based Importer/Manufacturer est.  
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**SerendipiTea.com**

See also <http://linda.theteahousetimes.com>

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