



THE FINEST
TEAS



FOR THE HIGHEST
EXPECTATIONS

Joseph Eilles

DISCOVER THE WORLD OF EILLES TEE



Tea is the second most popular beverage in the world after water. At EILLES TEE the raw materials we use are from the world's best tea plantations. With a product line encompassing over 250 varieties, a multitude of product categories, a broad range and the right accessories for any tea concept, we know tea very well and are very good at what we do. We make no compromises on the quality of any of our teas. Whether in fitting out a restaurant or tailoring a tea concept to the different areas of a hotel, at EILLES quality is a top priority. "Good things last" is a motto the company has lived up to since 1873.

***EILLES TEA –
FROM THE BEST
TEA PLANTATIONS
IN THE WORLD***

THE BEST IN TEA SINCE 1873

With the founding of his speciality house in Munich over 140 years ago, Joseph Eilles laid the cornerstone of a remarkable success story. Eilles quickly advanced to become purveyor to the court of King Ludwig II, and is today considered one of the co-founders of Munich tea culture. With his feel for quality and the extraordinary, he built a brand which today more than ever stands for the finest delicacies. To this day we remain true to his philosophy:

„The best is barely good enough for us.“ (Joseph Eilles)



Joseph Eilles



WHAT WE STAND FOR

With its long tradition, EILLES TEE stands for attractive, varied, demand-targeted, high-end offerings for HoReCa. We are a dependable partner to restaurateurs, who through us can always profit from the latest trends. At EILLES TEE, the authenticity of the flavour experience, unencumbered enjoyment and the fair treatment of people and nature play an important role. We set great store by the high quality of our teas, and devote much passion and energy to our work, from sourcing products to advising customers.

OUR VARIETIES



To meet the different expectations of hospitality and food service, we have expanded the EILLES TEE range to over 250 varieties from more than 40 different countries. We offer nine different packaging forms, from loose tea to the Tea Diamond® in which teas can unfold their aromas to the greatest effect, to teabags with and without envelopes. Our varieties include select black and green teas in leaf and broken versions, refreshing rooibos, herbal and fruit infusions, organic teas, traditional blends and exciting new tea creations. Exquisite rarities like the Gourmet Tea Selection are also found in our product range.

Experience the world of EILLES TEE!



Teabags in paper or foil envelope

Tea Diamonds in the Luxury World Selection – Young Line

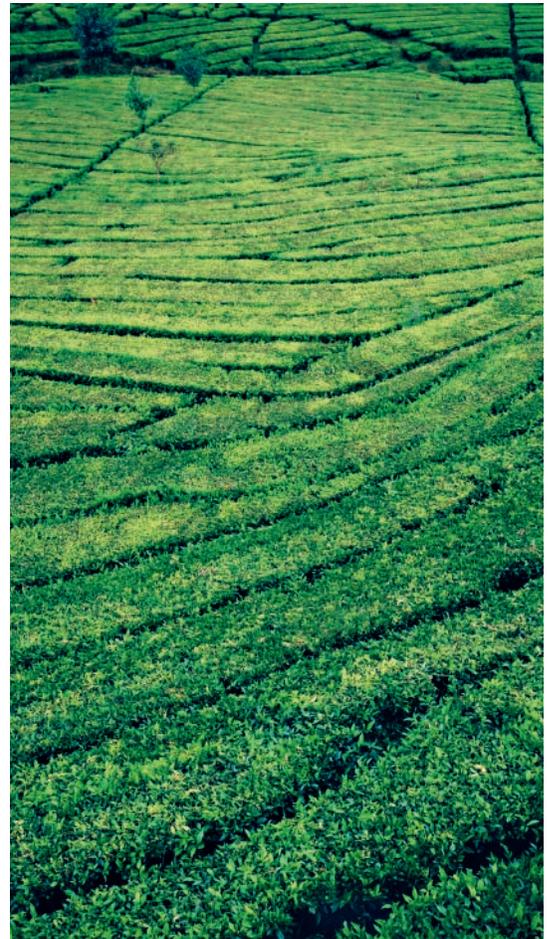


ETHICAL TEA PARTNERSHIP

Tea production also means taking responsibility for the places it comes from. At EILLES TEE we are well aware of this, so we pay close attention to the conditions under which our teas are produced. In addition to our organic and fair trade certifications, since September 2018 we have been a member of the Ethical Tea Partnership (ETP) and so contribute to ethical and ecological tea production. This international organisation has expert teams on site worldwide who work closely with governments, producers and aid organisations towards long-term improvement of the living and working conditions of tea pluckers, and protection of the environment. In addition to better working conditions, our priorities within this partnership are comprehensive gender equality and improvement in education conditions, and the associated infrastructure.

ORGANIC AND FAIR TRADE

Organic and fair trade concerns have reached all levels of society. Decisions to buy and consume are more and more affected by knowledge of how the product was made. In tea the growing and production conditions are playing an ever greater role, on the producer side as well as with consumers. Organic teas are grown without the use of genetically modified organisms, synthetic pesticides or artificial fertilisers. In addition to health aspects, the switch to organic agriculture also changes the living conditions of the tea pluckers, and the organic and fair trade certifications of our teas can make a lasting improvement in the way people in the countries of origin live and work.



TEAS FOR EVERY OCCASION



BREAKFAST

A good breakfast should always be accompanied by a meaningful selection of teas. Tea lovers should be offered a choice of at least eight to twelve varieties to satisfy or exceed the highest expectations. This gives guests a good start to the day, and leaves them with a lasting good impression of the hotel. Tea is also a superb accompaniment to special events like organic, wellness and fitness breakfasts. A breakfast buffet laid out with attention to detail communicates care and expertise. With the right choice of varieties and suitable presentation, for example with a samovar, accessories and displays, the tea section can be a real eye-catcher.

Our suggestion for a small but select assortment of eight teas: Darjeeling Second Flush, Organic English Breakfast (or Assam Special Broken), Asia Superior Green Tea, Earl Grey, Detox Broken, Herbal Garden, Summer Berries Fruit Infusion and Peppermint.

BANQUETS AND CONFERENCES

The tea assortment for banquets and conferences fulfils a simple yet important task in hotel operations. In a hectic atmosphere it offers a moment of calmness and indulgence, but must also be intuitive and quick to use. With convenient packaging and accessories that are perfect for the situation, guests can enjoy high quality tea even under time pressure. Preparation instructions on each sachet ensure that guests are informed of the recommended way to make that particular variety. The tea assortment should appeal to connoisseurs as well as novices. We recommend a balanced basic selection of six to eight varieties, including classics as well as more daring tea creations.

An interesting tea assortment for conferences: Organic English Breakfast, Earl Grey, Asian Sun, Summer Berries, Natural Fruits, Herbal Garden, Peppermint, Chamomile.

ROOM SERVICE

Tea can be enjoyed at any time of day. You can impress your guests with a selection of three or four varieties. Our classic cup and glass portions come in enveloped teabags or as individually foil-wrapped Tea Diamonds®. They are especially suitable for hotel room service, so that guests can make a great cup of delicious tea whenever they want.

Our recommendation for a room service selection that fits any time of day or night: Asia Superior Green Tea, Assam, Summer Berries, Peppermint.



HIGH TEA

Additional offerings targeted towards tea enthusiasts are more and more popular in hospitality and food service, increasingly acting as a high-demand status symbol. English tea time has earned a firm place in the hearts of tea lovers, and the adoption of this classic of British culture can provide new impetus for many different offerings. Demanding tea drinkers will appreciate the authentic preparation of loose tea in the pot. Afternoon tea can be presented with sweet and savoury titbits, high tea with heartier foods, and royal tea with a glass of champagne. An English high tea calls for a thoughtful selection of about ten different varieties of loose teas. To go with the teas there should be a rich selection of baked items, both sweet and savoury.

We recommend tea classics as well as seasonals and specialities like Darjeeling First Flush, Darjeeling Second Flush, Organic English Breakfast, Assam Broken, Earl Grey Tea, Wulu Cha Yantou Leaf, Japan Gyokuro Asahi, China Jasmine Pearls Tai Mu Long Zhu, Rooibos Vanilla, Relax Ayurvital, Herbal Garden, Peppermint or Fruit Summer Berries.



TEA SPA

Physical health and wellness are influenced by many factors. In stressful times, wellness offerings offer the peace, rest and recovery that many long for, and promise a balance of body, mind and spirit. The vigorous demand for wellness is noticeable in hospitality and food service, and indeed everywhere. With our high-quality wellness tea concepts we offer suitable and select solutions, for offerings in the wellness area that add to the relaxation customers experience. Our assortment here encompasses green and black teas, as well as herbal and fruit infusions. The appropriate accessories and samovars round out our spa tea assortment and offer tea lovers the indulgence they crave.

Tea recommendations for spas are Tea Spa Ayurviva, Tea Spa Magica and Tea Spa Harmonia.

EAST FRISIA

“Teetied” or teatime is the essence of traditional conviviality in this tea-loving corner of Northern Germany. Correct preparation is a must: First the teapot is rinsed out with boiling water to warm it up. Then the tea goes into the warm pot and the pot is half-filled with boiling water. The tea steeps three to four minutes with the lid on. The teapot is then filled the rest of the way with hot water, and the tea is ready. Before drinking, the tea is poured through a small tea screen into a serving pot. A “kluntje” – a biggish piece of brown or white rock sugar – is placed in the cup

prior to pouring the tea. A specially curved spoon is used to add a little “roh” – liquid cream. Traditionally the tea is not stirred, so that the drinker first tastes the creamy layer, then the astringent tea in the middle, and then the sweet sugary tea at the bottom of the cup. Whether for Frisia or East Frisia, at EILLES we have the right tea blends for these time-honoured regional traditions with our EILLES TEE East Frisian Blend Broken and EILLES TEE Frisian Blend Leaf.

TEETIED – A RELAXING BREAK FOR BODY AND MIND



GREAT BRITAIN

British tea culture dates back to the 17th century and is known far beyond the British Isles. Per capita tea consumption in Great Britain is at least four cups a day, and tea is an elementary part of British lifestyle and culture. Afternoon tea is celebrated as a special occasion, and is served according to specific rules. The British drink almost exclusively black tea, preferring full-bodied varieties from Ceylon, Africa and Indonesia whose colour and taste go well with milk.

RUSSIA

In 1769 Russia negotiated a trade agreement with China for tea, laying the foundation for a long Russian tea tradition. For authentic Russian tea, a very strong tea decoction is boiled and kept warm in a samovar. To serve, it is diluted with hot water. Traditionally teatime starts with bublik (a kind of bagel with a hole like a doughnut), jam, fruit preserves and compote. This is followed by caviar, blinis with sour cream, and savoury pierogi. Finally, yeast dumplings with smetana and berries, pancakes with cherries, or Napoleon cake are served.

JAPAN

The tea ceremony (cha-no-yu or chado in Japanese) is a choreographed ritual of the preparation and serving of tea, accompanied by small sweets. Every action, every movement has been immutably fixed for centuries, and is passed on without variance from teacher to student. The overarching principle is the harmony of the entire procedure.

Since the 16th century, matcha tea has been used in the Japanese tea ceremony.



USA

It is the unusually hot summer of 1904 that we have to thank for iced tea. At the St. Louis World's Fair, Englishman Richard Blechynden had hoped to introduce Americans to the pleasures of British black tea. But that sweltering summer nobody was interested in a hot beverage. To avoid a total loss, Blechynden got creative – he chilled the tea by running it through cold pipes. It was the birth of iced tea. From its original form of cold black tea with sugar, it has developed into many different versions. Iced tea has also become a standard item on beverage menus everywhere, and is constantly being reinterpreted in ever changing combinations.

NO TWO TEAS ARE ALIKE



*Real tea is made exclusively from the leaves of the tea plants *Camellia sinensis* and *Camellia assamica*. After picking, the freshly harvested leaf buds undergo processes of various kinds. Black tea is wilted after picking and then fermented, during the course of which the leaves are rolled and broken. This lets the leaf sap escape, which is what gives the leaves their dark colour. Green tea is steamed after picking and then dried immediately so that it retains its green colour. The teas are then sorted and packaged. Variations in the production processes give rise to sub-varieties of tea, like oolong and white tea.*

Fruit and herbal teas are not really tea, but tea-like aromatic infusions. They offer many different flavour possibilities, and can be blended from more than 400 different plants and plant parts, like flowers, seeds, buds, roots, or dried fruit and husks. Among the most popular varieties are peppermint, fennel, chamomile and rooibos.

GROWING REGIONS AND THEIR TEAS

CHINA

Almost 90% of Chinese drink tea every day, so it's no surprise that they are the world's largest tea consumers. China's tea varieties comprise white, green, black, and semi-fermented oolong teas, as well as exclusive rarities that are traded as costly specialities. Jasmine pearls, also known as dragon's eyes, are a special green tea variety. This exclusive speciality is aromatised with jasmine flowers and then hand-rolled into little balls that release a fine jasmine aroma upon contact with water.



JAPAN

In Japan tea has true cult status. Buddhist monks brought the first tea seeds from China over 1200 years ago. Japan's consumption of green tea is so high that it exports only very small amounts, at correspondingly high prices. Familiar teas from Japan are Sencha, Genmaicha (rice popcorn tea) and Gyokuro, a shade tea with a very high caffeine content.



INDIA

DARJEELING – this tea region in the north of India lies in the 3000 m high “foothills” of the Himalayas. Its roughly 73 tea plantations are at altitudes of up to 2000 m, so that Darjeeling is often called “tea from the top of the world.” 2% of India’s total harvest comes from these plantations. The most popular varieties are the first flush (spring harvest) and second flush (summer harvest).

ASSAM – this is the largest contiguous growing region in the northeast of India, on the border to China. Assam teas are among the strongest and most full-bodied black teas. They feature a spicy, slightly malty flavour and dark brown colour in the cup. The summer harvest gives the most popular and most important varieties, and these form the basis of Friesian and East Friesian blends.

SRI LANKA

CEYLON – once a coffee-growing island, after a crop blight the English turned it into a tea-growing island in 1867. With around 400 tea plantations, Ceylon is the world’s largest tea exporter. Ceylon tea is grown at different altitudes, and a distinction is made between low-grown (to 650 m), medium-grown (650–1300 m) and high-grown (over 1300 m). It forms the basis of the English blend and is often enjoyed with milk.

AFRICA

Tea has been cultivated in Africa for only about a hundred years, making the continent a relative newcomer as a growing region. However, Kenya, Malawi, Cameroon, Tanzania, Zimbabwe, Burundi and Rwanda now produce large harvests, the bulk of which goes to England. The leaf and pour colour of African teas resemble those of Assams. The flavour lies between the full-bodied spice of Assam and the freshness of Ceylon, but has far fewer tannins.

NEW TEA VARIATIONS

There is a multitude of ways to enjoy tea in addition to the classic hot brew. Tea cocktails, iced tea and punch are interesting variations that are simple to handle, nice to look at and more and more popular, in season and out, in hip cafes and elsewhere. We have lots of recipe ideas that use tea in mixed drinks and baked goods.

Our experts developed them to go well with specific EILLES TEE varieties, and they make a great impression on guests.



ICED TEA

Iced tea gives restaurateurs with an eye for trends a way to offer tea regardless of the temperature or time of year. Our recipe ideas are perfectly tuned to the flavour nuances of EILLES TEE, from classic iced black tea with lemon to daring combinations with fruity berries and cream.

GREEN TEA WITH MINT AND CUCUMBER

Ingredients

2 EILLES TEE Green Tea with Mint Tea Diamonds®
 250 ml water
 5 g raw cane sugar
 5 slices cucumber
 Ice cubes
 Cucumber slices, fresh mint leaves and lemon peel for garnish

Preparation

Pour water cooled to 80 °C over 2 Green Tea with Mint Tea Diamonds® and let steep 3 minutes, then remove the pyramid bags. Add raw cane sugar and stir well. Add 5 cucumber slices and let cool thoroughly. Remove cucumber slices, fill serving glass with ice cubes and pour tea over the ice. Garnish with fresh cucumber slices, lemon peel and mint.



SUMMER BERRIES ON THE ROCKS

Ingredients

2 EILLES TEE Summer Berries Tea Diamond®
 250 ml water
 10 g maple syrup
 50 ml cream or coconut milk (vegan)
 Ice cubes
 Fresh berries (raspberries, blackberries, blueberries)
 for garnish

Preparation

Pour 250 ml boiling water over 2 Summer Berries Tea Diamond® and let steep 10 min. Then remove the pyramid bags. Add maple syrup, stir well and cool thoroughly. Fill serving glass alternately with ice cubes and berry mix. Pour the steeped tea over it. Slowly add cream/coconut milk as a top layer to get a nice colour contrast.

TEA COCKTAILS

Tea cocktails are a must on any fashionable beverage menu. The basis for alcoholic beverages with tea flavour is macerated tea, which restaurateurs and bartenders can make quickly and easily themselves. Spirits are poured over the tea to unlock components and flavours from it, giving the resulting cocktails a special note. These infusions can be used to make the most surprising flavour compositions. Teas can also be a superb basis for non-alcoholic cocktails. A very strong, hot brew is thinned with cold water and served over ice.



LONDON & TEA

Ingredients

(for a highball glass)
 Infusion of 6 cl gin with 1
 EILLES TEE Rose Hip with
 Hibiscus Tea Diamond®
 2 cl fresh lime juice
 2 slices fresh ginger
 1 pinch Hawaiian salt
 Rose soda
 Ice cubes
 Candied ginger and edible
 flowers as garnish

Preparation

Make an infusion of gin and EILLES TEE Rose Hips with Hibiscus by pouring the gin into a small bottle, adding the EILLES Tea Diamond® and letting it soak for about an hour. Place two ginger slices in a highball glass, mash slightly and sprinkle on a pinch of Hawaiian salt. Add the rest of the ingredients and fill the glass with ice cubes. Garnish with candied ginger on a wooden skewer. Decorate with an edible flower.

PUNCH

What iced tea is for the summer, punch is for the winter. The combination of select teas, spices like cloves, rosemary or cardamom, and sweeteners like rock sugar, honey or maple syrup can be further enhanced by adding spirits.

SPICY BLACK CHAI PLUM PUNCH

Ingredients

for one punch glass (300 ml)
 3 EILLES TEE Spicy Black Chai
 Tea Diamonds®
 300 ml plum juice
 2 tbsp J.ay-J.ay's vanilla syrup
 1-2 plums
 1 orange slice

Preparation

Bring the plum juice to a boil. Add the Spicy Black Chai Tea Diamonds® and let steep ten minutes. Remove the bags. Add vanilla syrup and stir well. Pit plums and cut into wedges. Add to the punch along with the orange slice. Reheat and pour into a punch glass.

Note:

The punch can be made in portions or in larger quantities, and kept warm or stored cool and then heated up by portions.



FOOD PAIRING



Tea has an even wider range of flavours than wine, with all sorts of nuances that go perfectly with different foods. In food pairing or tea pairing, select teas are combined with the appropriate foods and flavours. In addition to classic combinations of afternoon tea and tea biscuits, teas can also be drunk with appetizers, main courses and dessert. Close collaboration of tea sommeliers and chefs gives rise to new and surprising flavour experiences for guests. An understanding of the different flavours is essential for effective tea pairings. If a course is especially flavourful the tea needs to be full-bodied, as otherwise it will be overpowered by the food. The same goes in reverse for delicate dishes, which call for lighter teas.

White tea, with its very light flavour notes, should be combined only with subtle food flavours, as strong flavours will cover up the tea's natural sweetness.

Green tea has three different flavour nuances - bitter, smoky and fruity. These nuances come out very well in combination with mild flavours. The natural slightly bitter flavour offers many points of departure for combinations, making green tea highly versatile for tea pairings.

The classic pairing with afternoon biscuits or cake is just one of many ways to enjoy black tea. With its robust flavour and marked tannin content, black tea is ideal for combining with stronger flavoured foods.



THE FIVE GOLDEN RULES FOR A GOOD CUP OF TEA

1 USE QUALITY TEA.

*If you use good tea,
you'll be rewarded
with a good cup.*

2 THE WATER MATTERS.

*Always boil up fresh, cold water.
Use boiling water only to steep
black, herbal and fruit teas;
green tea should steep in water
no hotter than 80 °C.*

3 PREHEAT FOR LASTING ENJOYMENT.

*Preheat serving and steeping pots
with hot water, so that the tea can
maintain its ideal temperature for
as long as possible.*

4 USE THE RIGHT AMOUNT.

*With large leaf tea varieties use
a slightly heaping teaspoon per
cup. With small leaf varieties use
a level teaspoon per cup.*

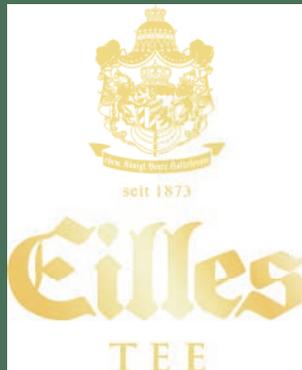
5 GIVE IT TIME.

*The steeping time is critical
for the flavour and effect of
the tea. A short steep gives a
tea that stimulates the nervous
system. A steep of four to five
minutes gives a tea that calms
the stomach.*





GOOD THINGS LAST.



A J.J. DARBOVEN brand



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