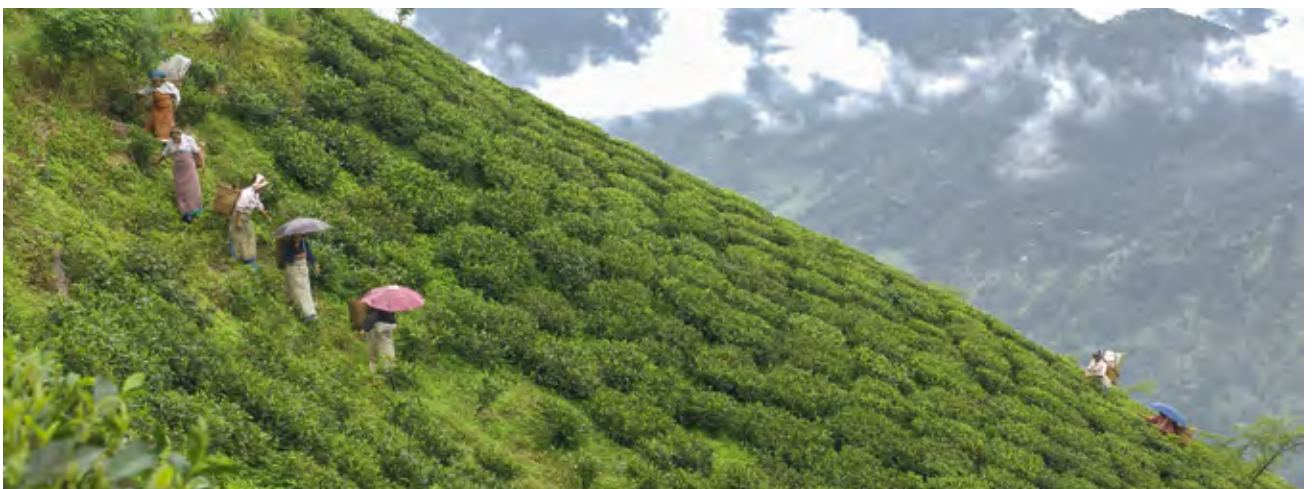




Eilles
T E E

Purveyors of the finest tea
to meet the most exacting demands.





Growing regions

»China«

Legend has it that tea was discovered here back in 2737 BC. Approximately 90% of Chinese people drink tea daily, making China the world's largest consumers of the beverage. There are white teas, green teas, black teas and half-fermented teas, known as oolong teas. These are also rare and exclusive varieties that, up until just a few decades ago, remained the preserve of the political elite, and are now traded as costly specialities. Jasmine pearls, also known as dragon's eyes, constitute a particularly elegant kind of green tea: these little pearls are rolled by hand and provide a uniquely delicate jasmine aroma.

»Japan«

Tea has achieved cult status here. Buddhist monks brought the first tea seeds into the country from China and cultivation began in 805 AD. To this day, only green tea is produced in Japan. Domestic demand is so high that only small quantities are exported, and as a result these teas are expensive. Well-known varieties include sencha, genmaicha (rice popcorn tea) and gyokuro, a shaded tea that's extremely rich in caffeine. Together with Germany, Japan purchases the best-quality teas for private consumption.

»India«

DARJEELING is a tea-growing region in Northern India that lies at altitudes of up to 3,000 metres in the foothills of the Himalayas. There are roughly 73 tea plantations, that are sometimes at altitudes as high as 2,000 metres, which is why Darjeeling is often described as "tea from the top of the world". As the winters here are very cold, leaves are picked seven days a week over a nine-month period, with the bushes producing only very small leaves. Just 2% of India's tea leaves are harvested in this region, with first flush (spring harvest) and second flush (summer harvest) the most popular varieties. The exceptional taste of this tea can be attributed to the unique and somewhat harsh climate – connoisseurs wax lyrical about this tea and drink it in its purest form or sometimes with a touch of sugar.

ASSAM – the largest unbroken growing region in Northern India, situated on the border with China. Cultivation began in 1836 under British colonial rule. Nowadays, there are around 600 tea plantations along the Brahmaputra River in a landscape dominated by jungle and marshland. The hot, humid climate gives rise to large harvests, with 50% of India's tea production originating from the region. Assam teas are amongst the strongest and most full-bodied of black teas and boast a spicy, slightly malty flavour and a dark brown colour when poured. Characteristic of Assam tea are the visible golden tips in the otherwise deep-black leaves. The most popular and important varieties are taken from the summer harvest and form the basis of our Frisian and East Frisian blends, which are usually enjoyed with cream and brown rock sugar.

CEYLON – once a coffee-growing island, it was turned into a tea island by the British in 1867 following a crop blight. Politically speaking, Ceylon tea has survived the island's change of name to Sri Lanka. With around 400 tea plantations, Sri Lanka is the world's largest exporter of the beverage. Ceylon tea is grown in various upland areas and a distinction can be made between low-grown (up to 650 m), medium-grown (650–1,300 m) and high-grown (1,300 m and above) varieties. Our favoured blends originate from the uplands of Dimbula, Uva and Nuwara Eliya and boast a fresh, spicy taste and a clear golden brown colour when poured. Ceylon Tea forms the basis of our British blend and is often enjoyed with milk.

»Africa«

Tea has only been cultivated in Africa for around a century, making it a relatively new growing region. The leaves are now harvested in large quantities in Kenya, Malawi, Cameroon, Tanzania, Zimbabwe, Burundi and Rwanda – with the British the tea's main buyers. African teas bear a strong resemblance to Assam teas in terms of the colour of the leaves and the colour when poured. When it comes to taste, the teas are somewhere in-between a full-bodied, spicy Assam and a fresh Ceylon, but contain far fewer tannins. Rooibos, or red bush, a tea-like product from South Africa, established itself on the market several years ago. The plant grows 50 km north of Cape Town and – once pruned, fermented and dried – makes for a coppery and slightly sweet infusion. Packed with vitamins and minerals, rooibos tea is low in tannins and caffeine-free.

Tea ceremonies



»Tea is a work of art and needs a master hand«

Kakuzo Okakura
(The Book of Tea)



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»Japan«

The term “tea ceremony” (known as chanoyu or chadō in Japanese) generally refers to a choreographed ritual in which tea is prepared and served together with little sweets. All parts of the process follow strict ceremonial rules and require the utmost concentration. Each and every movement has been set in stone for centuries and is passed on from teacher to pupil to the letter. The most sacred principle is harmony throughout. Dr Sen Sōshitsu, 15th Urasenke grand master, said the following about his experience of chadō: “There is a sense that guest and host come together as one, united by a meeting of hearts and the sharing of a bowl of tea.”

KEY WORDS FOR A JAPANESE TEA CEREMONY

matcha – a fine green powder derived from a kind of gyokuro tea

gyokuro – a needle-like Japanese green tea of the finest quality

chashitsu – the tea room where the ceremony is performed

hishaku – a wooden ladle used for the hot water

chashaku – a wooden spoon used to add the powdered tea to the tea bowl

chasen – a bamboo whisk used to froth the tea

chawan – handcrafted tea bowl

»Polite conversation with plenty of British tradition«



United Kingdom

The British culture of tea drinking dates back to the 17th century and is renowned far beyond the borders of the UK. With an annual consumption of 3.5 kg per person, the only countries to drink more tea are China, Kuwait, Ireland and Turkey. On average, each person drinks at least four cups of tea a day. Tea drinking is part and parcel of the traditional British way of life. Afternoon tea in particular is seen as a special occasion and served in accordance with certain rules. Whilst coffee plays a secondary role in Britain, coffee shops have now sprung up across the country.

The British tend to only drink black tea from tea bags and are particularly fond of full-bodied varieties from Ceylon, Africa and Indonesia, which go well with milk, go well with milk both in terms of colour and taste. A small minority do still make tea the old-fashioned way, i.e. by pouring hot water over loose tea leaves inside a teapot. The leaves are then left to brew inside the teapot and the tea becomes progressively stronger, meaning that it sometimes needs to be topped up with hot water. The majority of people drink their tea with fresh milk for a milder taste.

The question of what should be poured into the cup first – tea or milk – is hotly debated by adherents of both methods. It is an issue that may never be resolved. Whilst Queen Elizabeth II is rumoured to prefer pouring in the tea first, others attempt to protect their fine bone china from the hot beverage by starting with the milk.

»Tea time – time out for body and soul«



East Frisia

Teetied (tea time) is the epitome of East Frisian cosiness and conviviality. It is important to get the preparation just right: firstly, the teapot is rinsed and warmed up with boiling water. Secondly the East Frisian tea is then added to the warm pot. One common method is to add one teaspoon for each cup and an extra one for the pot itself. The pot is then half-filled with boiling water and the tea is left to brew for three to four minutes with the lid on. The teapot is then filled up with hot water and the tea is ready to serve. It may be poured through a tea strainer into a pre-warmed pouring kettle in order to prevent loose leaves getting into the cup. Prior to serving, a Kluntje (a large lump of brown or white rock sugar) is placed in the cup. When the tea comes into contact with the sugar, it makes a characteristic crackling sound. The tea is rounded off with “n Wulkje Rohm” (a kind of liquid cream), served with a special rounded spoon. The resulting cup of tea is traditionally not stirred, so that the drinker first tastes the creamy layer, then the bitter tea aroma in the middle and, finally, the sweetness at the bottom of the cup.

The main times for tea drinking are at breakfast and at around three o’clock in the afternoon. But a quick elevenses, known as “Elführtje”, is also part of East Frisian tea-drinking culture. With almost 300 litres, or 2.7 kg per person – almost twelve times the national average – more tea is enjoyed in East Frisia than anywhere else in Germany.

»Rock it, Baby«



»USA«

Iced tea was invented during the sweltering summer of 1904. At the World's Fair in St. Louis, Englishman Richard Blechynden wanted to introduce black tea to the Americans. Due to an unexpected heatwave, there was suddenly no demand for hot drinks. He came up with an ingenious way of averting complete catastrophe. He chilled the tea using cool lead pipes and thus started a new trend that soon became a runaway success. Originating in the Deep South (where iced tea remains a hugely popular beverage that is freshly prepared every day, especially in the hot summer months) and spreading across North America before making the leap across the Atlantic to Europe. In the early days, iced tea was nothing more than black tea and lemons, frozen over crushed ice and sweetened. Nowadays, the many varieties available offer up countless ways to prepare a refreshing and thirst-quenching iced tea – without the sugar if so desired. Our recipes provide modern and trendy ways to make iced tea and thus boost sales during those hot summer months.

»Gourmet Tea Selection – a matter of style«

»This beverage is a dew
that gently falls from heaven.
You call it tea.«

(Taken from the annals of the Sung Dynasty)

Exquisite pleasures abound when it comes to Gourmet tea. Rare blends are veritably cherished by tea connoisseurs in the same way as some people value vintage wines. Discover these varieties, as well as new, interesting notes waiting to be uncovered within speciality teas. These unique speciality teas exude the fine art of tea making and are largely blended by hand. Japan, Taiwan and China are well known for producing exquisitely rare teas that until recently seldom reached European shores. These delightful flavours constitute a feast for both the eyes and the taste buds.



»Organic, Wellness, TeaSpa«



»Organic«

Promoting health through natural products, being attuned to the origins of exceptional flavour, enabling care-free pleasure and never losing sight of our environmental responsibility, (in terms of respecting the natural world) all growing in importance for us. With regard to the cultivation of organic teas, we make a point of not using any genetically modified organisms, chemical/synthetic pesticides or easily soluble inorganic fertilisers. Irradiation of the ready-to-drink tea or any herbs or fruit is also not permitted. Thanks to the transition to organic farming, the plantation workers are witnessing a sustainable improvement in terms of health, nature conservation and income. With its premium organic tea concept, EILLES TEE offers a complete tea selection for hotels and restaurants committed to ecological sustainability. This selection encompasses green and black teas as well as herbal and fruit blends for discerning tea drinkers. In addition, selected products bear the FAIRTRADE Mark, which distinguishes fair trade products that are socially sustainable.

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»TeaSpa«

Offer your sophisticated guests a special kind of taste sensation and sensual pleasure with the loose organic TeaSpa brews from EILLES TEE. Beauty and vitality from within. Together with adequate sleep, the body's main requirement is sufficient fluids. Ideally, these should be invigorating and rejuvenating. Our three delicious organic herbal TeaSpa brews will cater to a variety of needs.



BIO TeaSpa Ayurviva = Energy – invigorate body and soul for unbridled energy. A fresh, spicy herbal blend with hints of summery apple and lemon. A delightful Far Eastern blend for health-conscious people.

BIO TeaSpa Magica = Refresh – enchant your senses with a refreshing experience. Dreamy fruity compositions that will surprise your taste buds with apple and quince. A refreshing break for those with a hectic lifestyle.

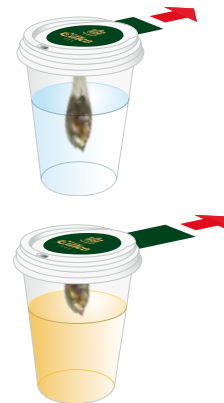
BIO TeaSpa Harmonia = Relax – regain your balance. This harmonious herbal potpourri with its refreshing lemon aroma will help alleviate stress and gain new energy. A spiritual massage for the stress-stricken.

Concepts

»Tea To-Go«



The EILLES TEA takeaway concept offers a modern solution for those on the go. Eight fine loose teas, which are ready to immediately enjoy as the teabag is integrated into the lid, serve up a premium and uncomplicated tea sensation for those on the go. Tea will become a delicious companion, whether with a quick breakfast, at the spa or on the golf course. The display unit includes the most popular brews.



»Room Service«

A flavourful tea that can be enjoyed any time of day. A selection of four to six brews will definitely be a hit with your guests! Our classic teacup and glass servings are all available, and the foil packaging ensures complete freshness. The luxury version is the individually packed Tea Diamond® – loose tea for the ultimate taste sensation in pyramid teabags. It's especially suitable for hotel rooms, where guests can prepare an excellent brew at any time. This can be easily achieved with cups, tea glasses, an EILLES TEE thermos filled with hot water, or a small kettle.



»Breakfast«

Many hotel guests have breakfast at their lodgings. The morning meal is pivotal to the impression that the guests will take from the hotel. The tea selection and its quality therefore play a crucial role as tea drinkers should not be neglected. Promotional materials such as tent cards, posters and tea menus will draw attention to what's on offer at breakfast/brunch buffets. If the right mix of brews are selected and presented appropriately – for instance with a samovar and the accessories and display items to match – the tea selection will become a real eye-catcher. Tea lovers should discover a delicious selection of between eight and twelve loose teas (no less), which will cater to their high demands, and perhaps even surpass their expectations. An alternative to loose tea also comes in the form of our very own TEA JACK teapot bags, loose gift-wrapped Tea Diamond® or foil-packed tea bags and our Luxury World Selection, as well as our individually wrapped teabags that satisfy HACCP standards and are perfect for self-service situations. Initiatives such as organic, health and beauty and sporty breakfasts can also be perfectly matched with tea. A tea buffet arranged with an eye for detail exudes expertise and encourages guests to make a personal selection.

Our suggestion for a small and exquisite tea selection with six blends includes Darjeeling Second Flush, Organic English Breakfast (alternatively, Assam Special Broken), Asia Superior Green Tea, Earl Grey, Summer Berries Fruit Tea and Peppermint.

A proposed selection for a sophisticated tea buffet featuring twelve blends (including organic teas):

- | | |
|------------------------------|--|
| • Green tea | Asia Superior |
| • Black tea | Darjeeling Royal, Assam Special Broken, English Select Ceylon or Bio English Breakfast |
| • Flavoured green tea | Asian Sun, Detox Broken, Green Tea With Mint or Organic China Jasmin |
| • Flavoured black tea | Earl Grey |
| • Herbal tea | Herbal Garden, Bio Vervenia, Rooibos Vanilla, Peppermint |
| • Fruit tea | Summerberry, Vita Orange, Apple Fruit, Organic Natural Fruit |



»Banquets and conferences«

The selection displayed in a banqueting area has one easy task in today's hotel industry. It is designed to support the postulation that, in spite of the limited serving and savouring scenarios, quality does not fall by the wayside. The following objectives apply:

- There should be a pleasant and relaxed atmosphere between events.
- The serving process must be clear and simple so that large numbers of tea drinkers get to savour tea delights as swiftly as possible.
- Tea connoisseurs and samplers should be able to cast their eyes on an exciting selection that appeals to their taste buds and ignites their senses.

We recommend a basic selection of between six and twelve teas, including the most popular brews: Green tea (pure or flavoured), Ceylon/English Breakfast or Darjeeling and Assam, Earl Grey, Peppermint, flavoured fruit tea, vanilla rooibos. There's always room for more, and extra teas maybe added to suit the conference theme. The selection is supported by matching equipment, such as tea glasses, tea bag rests and decorative items. A samovar – which can be connected to any available sockets – provides hot water.



»The six golden rules for a great cup of tea«

I. Use only premium brand teas. Any packaging that features the word “Darjeeling” should contain nothing but. As tea is one of the most inexpensive drinks in the world, it’s worth investing a little more in quality. Work out how much tea to use as follows: for each cup, measure out between 2 and 2.5 g (one slightly heaped teaspoon) of tea. That works out to at least 100 cups per 250 g. If tea is stored in a dry place and an airtight container (in order to protect against foreign odours and moisture) it can be stored indefinitely. Only flavoured teas and herbal and fruit blends should be consumed as quickly as possible, as the fine oils that give them their flavour soon lose their taste.

II. Boil fresh cold water. Black tea, herbal tea and fruit blends must be brewed with boiling water. With green tea, the water should be around 80 °C, which will prevent any bitterness coming to the fore. Green tea is also the only tea that can be served to guests without the strainer. If the water is of poor quality, use bottled still water. Hard and chlorinated water should be left to boil for one or two minutes in a pot without a lid. As a rule of thumb, the softer the water the better, as water quality has a decisive impact on how tea tastes.

III. Warm up the teapot with hot water. The tea will then remain at the correct drinking temperature for about half an hour. Using a thermos or teapot warmer afterwards can affect the flavour. Only strong teas, such as Frisian Blend or Assam, can stand being warmed up repeatedly on a teapot warmer.

IV. Measure out tea leaves using a classic teaspoon and place directly into the teapot or the appropriate strainer/filter. For large-leaf teas use one slightly heaped teaspoon per cup (approx. 2.5 g); for small-leaf teas use one level teaspoon per cup (approx. 2 g). The larger the receptacle, the less tea you need, i.e. use only six teaspoons for one litre of water (eight cups). Herbal and fruit blends should be measured out as one heaped teaspoon per cup. The heaviness will mean you’ll have 5 g of fruit tea on each teaspoon.

V. Correct brewing time has a decisive impact on the effect and taste of tea. After two to three minutes, the tea will stimulate the central nervous system and taste rather mild/flavourful but not too bitter. After four to five minutes, the tea will also soothe the stomach and gut and have an altogether stronger and slightly bitter taste. Herbal and fruit blends should be left to brew for eight to ten minutes in order to unlock their full flavour and soothing effect. Before transferring to the pouring kettle, briefly stir over the strainer or remove the filter.

VI. If adding anything to tea, we recommend neutral-tasting white sugar or rock sugar, as well as fresh milk (no condensed milk). Delicate teas should only be consumed with a touch of sugar, spicy blends with milk and/or sugar, and stronger teas with cream and brown or rock sugar. Green teas are traditionally served without any additions. Where possible, lemon should not be added as it completely ruins the taste. Please serve tea in traditional tea bowls or glasses, which bring out the drink’s bright colour. Please let your guests know how long their tea has already brewed upon serving it and your recommended brewing time for a great-tasting and great-looking beverage. Your guests will appreciate it.

History

»Purveyors of fine tea since 1873«

This is the world created by Mr Eilles who, in 1873, opened the first specialist establishment for the finest coffees, teas, wines and confectionery in Munich's Residenzstrasse 13, directly opposite the Bavarian State Opera. Joseph Eilles was an uncompromising fiend when it came to quality and, no matter how good, nothing was ever good enough for him. Eilles quickly became purveyor to the Bavarian Court of Ludwig II and is still hailed as one of the founders of tea culture in Munich. His philosophy guides us to this day: THE BEST IS ONLY JUST GOOD ENOUGH FOR US.



Joseph Eilles



»Tea needs to be met halfway – with a little patience and affection. And you'll get so much back«

Hans-Fedo Busch



EILLES TEE

The premium tea brand of the corporate group



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