
TEA TALK:

NEWS FROM ACQUIRED TASTES TEA COMPANY

Issue 4

Fall 1998

A Year of Tea Talk!

The Connoisseurs' Club & Tea Talk are now one year old! Some of you have filled up five Club cards already. Wow! We're happy to reward & encourage your healthy habit of tea drinking! For those of you who are not yet Club members, ask us about joining during your next visit. Looking forward to seeing you soon!

Colleen

What's New?

New Teas:

-Bulk tea bags are now available for **Ginger Peach & Blackberry Sage** teas. You can purchase any number of bags, or be a friend to the environment and have your Republic of Tea tins refilled.

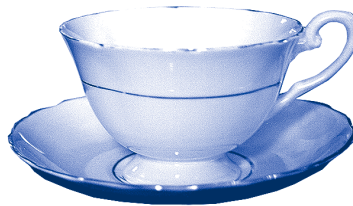
-**Boston Harbour Tea** – A historic tea, said to be the same blend that was thrown into the harbour at the beginning of the American Revolution.

-**Assorted Tazo Pack** – Containing 8 of your favourite tazo blends.

-**Lapsang Souchong** Teabags – A tough blend to find in any format, we now carry the teabags by Jacksons of Piccadilly.

-New from The Republic of Tea-
Chamomile Lemon teabags & four new organic blends – **Sea of Gold Ceylon, Garden Green Ceylon, Forest Green Assam** and **Temple of Health Herb Tea**.

ACQUIRED TASTES
TEA COMPANY



"Savouring the Good Life"

Did you know?...

Tea bags were invented by accident! In 1908, American tea merchant John Sullivan sent out his loose tea samples in silk bags. Some of his customers thought the bags were provided to brew the tea in. The bags actually did a good job, and the customers enjoyed the ease of disposable bags containing pre-measured amounts of tea. And, as they say, the rest is history.

Although some look down on tea bags with disdain, in North America and Britain today, the tea bag reigns supreme. You may be surprised to learn, however, that only 16% of tea worldwide is consumed in bags!

Victorian Christmas Tea

Colleen will be the guest speaker at this annual event hosted by our neighbours, From Times Past Antiques (12505-102 Ave), on Dec. 2 at 7 p.m. The evening will include food, refreshments, a tea tasting and more. For info or to register, call 448-9671. Cost \$29.

Upcoming Events Tea Tastings

Wednesday, Sept. 23, 7 p.m.

Theme: An evening of Grace Rare Teas
As tea authority James Norwood Pratt says in *The Tea Lover's Companion*, "The only problem with Grace Rare Teas is deciding which one to single out for praise." Join us for a tasting of teas from this prestigious line.

Tuesday, October 20, 7 p.m.

Theme: Tea & History

We created this theme to take part in Historic Edmonton Week last July. The response was great so we decided to repeat the event for you. Come and learn how tea has impacted world history and taste teas marking the progress of tea preferences through time.

Cost:

Cost for each tasting is \$5 per person, payable at the time of registration. Payment can be made at the store or over the phone by credit card. In case of cancellation, you will receive credit to attend a future tasting, but no refunds. Attendance is limited, so please register early to avoid disappointment.

Private Tea Tastings:

If you have a club or group interested in attending a tea tasting at the Acquired Tastes shop, give us a call. A tasting can be coordinated with your club's regular business and you can pick the tastings' theme and/or teas served.

Tea on the Net

The internet is an incredible resource on tea and teahouses, and a great way to get information quickly and for free.

Here's a suggestion of somewhere to start:

Last May, we were thrilled to have Danielle O'Rourke, President of the Tea Council of Canada, visit Acquired Tastes on one of her many stops across Canada promoting tea. The Council is a great resource for those of you looking for up-to-date information, especially on the scientific studies being done on tea, and its health benefits. Their website address is www.tea.ca. Check it out!



"Ecstasy is a glass full of tea and a piece of sugar in the mouth"

- Alexander Pushkin

Tea Time Etiquette

~To Cozy or Not to Cozy~

For most of us, the only consideration we give to our tea cozy is whether it fits our teapot, or matches our kitchen and dinnerware. But a debate rages on when, how or if one should use a tea cozy at all. Proponents of the cozy argue that its use will guarantee a constant high temperature that will brew a more flavourful pot. Others, including Samuel Twining, fear that a cozy will stew, rather than steep the tea, resulting in an over-brewed, bitter infusion. Rather than abstaining entirely from cozy use, some critics approve of cozying once the tea leaves have been removed from the pot. Candle warmers and stovetop heat resistant teapots are other possibilities.

Pending definitive proof of tea stewing, the tea cozy is still the most popular method of keeping tea warm. But the dilemma doesn't end there! The tea cozy comes in two styles (Hooded or Fitted) and everyone has an opinion on which makes better tea. The traditional hooded style is most popular because it fits a wider array of pots, and covers the pot entirely, supposedly keeping it warmest. However, some believe that the fitted style keeps the tea warmer, because the cozy does not have to be removed every time a cup is poured. But, critics point out, the spout, lid and handle are always left uncovered

Really, it all comes down to preference, so we suggest picking whatever method seems to work best for you. Check out our new line of tea cozies, arriving in the shop in a month or so. We'll have both fitted and hooded styles to suit those on both sides of the argument!

Feature Tea

Organic Darjeeling

Organic farming is controlled by strict rules to ensure that all fertilizers, pesticides and herbicides are chemical-free. Converting a garden to organic standards takes 3 years and is an expensive and labour intensive process. As well, the resulting crops generally yield less than other crops. Due to these expenses, the decision to "go green" and undertake organic farming is a difficult one. However, as the market for organic products grows, more farmers are being convinced to take on the challenge, with hopes of protecting the environment as well as make a living.

Darjeeling teas are grown in India, in the foothills of the Himalayan Mountains. They are called "The Champagne of Teas" due to their subtle muscatel flavour and wonderful aroma. Not only is this Darjeeling organically grown, it has a beautiful leaf with plenty of silver tip, and a delicious taste. A great afternoon tea, with or without milk!

Please forward newsletter ideas or questions, address updates as well as mail orders to:

Acquired Tastes Tea Company

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Fax: (403) 482-0200

Email: acquired@compusmart.ab.ca

Store hours: Daily 10 a.m. – 6 p.m.

Thursdays 10 a.m. – 8 p.m.

Closed Sundays

(Nov. 22-Dec. 20 open Sundays 12-4p.m.)