
TEA TALK:

NEWS FROM ACQUIRED TASTES TEA COMPANY

Issue 7

Fall 1999

Greetings!

We have a lot to update you on, including brand new tins for our bulk teas, sporting our new teacup logo! (Our old glass jars are for sale, at the amazing price of \$7 each!) And, believe it or not, our Christmas stock was ordered last month. We're expecting the arrival of lots of great new teapots & gifts over the next few months. Looking forward to seeing you soon!

Colleen

What's New?

New Bulk Teas:

-Rose Tea- An elegant black tea with rose petals and a gentle floral taste.

-Vanilla Almond- Our newest bulk tea offering from The Republic of Tea.

New bulk tea size: We now have a 400g size of tea available in bulk.

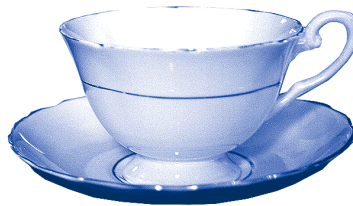
The AT Blends:

The AT blends are our new line of loose teas blended exclusively in the Acquired Tastes' shop. You may have already enjoyed some of our creations, such as the **AT Mother's blend**. Over the next few months we'll be introducing many more! Our two newest offerings are:

-AT Harvest- A tasty autumn blend combining fruit & spice.

-AT Millennium- Everyone else is jumping on the bandwagon, so why not! This blend combines green teas (one of the oldest types of teas) with black teas, (a more recent invention), to represent our evolving tea preferences thru time.

ACQUIRED TASTES TEA COMPANY



"Savouring the Good Life"

Did you know?...

...that according to legend, tea was discovered almost 5000 years ago? The story goes that back in 2737 B.C., the Chinese Emperor, Shen Nung, was boiling some water for drinking. Some leaves from a neighbouring bush happened to drift into his pot. He found the brew relaxing, and delicious too. The bush turned out to be the Camellia Sinensis tea plant, and it has been cultivated for drinking ever since!

While we can't be certain that Shen Nung actually existed, it is known that tea drinking did originate in China thousands of years ago, possibly as far back as the legend suggests.

Wedding Favours

Tea is a creative way to thank your wedding guests for sharing your special day. Tea can be purchased in bulk to fit your own packages, or we can package it for you. Private wedding blends can also be created, which can be served and/or given away at the reception. Your guests can even reorder your blend at the shop. Visit us for details.

Upcoming Events

Tea Tasting:

Wednesday, Sept. 15th, 7 p.m.

Theme: Exotics

Join us to taste & learn about some of our most interesting teas- the exotics you didn't have the courage (or maybe the budget) to try before. An exciting finale to our tea tasting series this year!

The cost is \$5 per person, payable at the time of reservation. Cancellations giving at least 24 hrs notice will receive a credit to attend a future tasting, but no refunds. Attendance is limited, so we suggest registering early. Call or visit the shop to register.

Christmas Preview Party

Thurs. Nov. 18, 4-8 pm (drop by)

We're expecting some exciting new products just in time for Christmas:

- A new line of tub tea
- New blends from Taylors of Harrogate
- Christmas tea, and stocking sized teas.
- Lot's of teapots, kettles, & tea cozies!

As a special Connoisseurs' Club event, we'd like to invite you to our Christmas preview party!

- Get a head start on your shopping.
- Sample Christmas teas & gourmet food
- Update your tea registry so family & friends know just which tea or teapot you'd love to see under the tree.
- Enjoy discounts on all our Christmas cards & wrap.

Feature Tea

Jasmine Green Tea

Jasmine tea usually comes from China or Taiwan, and it is almost always made with green tea. It was one of the first types of flavoured tea invented. Traditionally, the flavouring was achieved by placing the fresh blossoms alongside the drying tea so that the scent could be absorbed by its' leaves. Today, jasmine is usually made by blowing hot air through the flower petals onto the tealeaves. Sometimes the petals are added to the tea afterwards as decoration.

Jasmine is a nice afternoon or evening tea, and also goes well with meals and spicy foods. There are different grades of jasmine available, and even special presentation teas like our "Jasmine Wheels", which are made of top-quality jasmine tealeaves tied together with string.

Tea Tasting Terminology

Want to impress your friends with obscure tea tasting knowledge? Here are a few terms to improve your tea vocabulary, and help you describe your favourite blends!

Agony of the Leaves- Refers to the unfolding of the tealeaves in boiling water.

Aroma- (Also known as "Nose")- Smell of the dry leaf or the infusion. An indication of the tea's character.

Astringency, Pungency or Bite- An effect the tea has on your tongue, making it pucker. It gives tea its refreshing quality.

Bitter- An unpleasant taste, usually resulting from over-steeping the tea.

Body- The strength of the liquor. Example: full or light.

Character- Aroma and flavour associated with a tea's region or garden of origin.

CTC (Cut Tear Curl)- Describes a tea which is machine cut, resulting in leaves of uniform size that are very full in flavour.

Self-Drinking- A tea having sufficient aroma, flavour & body to stand alone without additional blending.

Tippy- Refers to generous amount of silver or gold tip on the tealeaf. Indicates picking of the youngest, most desirable leaves.



"Each cup of tea represents an imaginary voyage."

-Catherine Douzel

Phone Orders

In a hurry? Afraid of getting caught in the Christmas rush when you just want to pick up your regular tea order? During the holidays, (or anytime), if you already have a good idea of which bulk teas you'd like to purchase when you visit Acquired Tastes, feel free to give us a call in advance. We'll have your order ready for you when you arrive!

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

Acquired Tastes Tea Company

12516 – 102 Avenue

Edmonton, AB, T5N 0M3

Phone: (780) 414-6041

Fax: (780) 438-3362

Email: acquired@compusmart.ab.ca

Store Hours: Daily 10 a.m. – 6 p.m.

Thursdays 10 a.m. – 8 pm.

Closed Sundays

Extended Christmas Shopping Hours:

Open Sundays: 12–4 p.m.
from Nov.21- Dec.19

Open Evenings: 10a.m. – 8 p.m.
Dec. 13 -17 & Dec. 20 - 23.

Dec. 24: Open 10am-5p.m.