



Tea White Paper

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TUDOR HOUSE TEA & SPICE

LOOSE LEAF TEA

Current State of Tea

According to Euromonitor International, global volumes of hot tea have grown by 4 percent in foodservice over the past year. This is because tea is closely aligned with current consumer-driven trends in food and beverage: healthy lifestyles, natural products, variety of flavor, and health benefits. These same consumers are seeking out premium options. The versatility and variety of tea satisfies this growing demand for healthful, flavorful and natural food and beverages.

Specialty tea is the number one growing item in the beverage category. The two largest demographics, baby boomers and millennials, are both turning to tea as their beverage of choice because of its endless versatility and healthful qualities.

Tea in Cafes and Restaurants

Today's tea drinker is looking for variety and quality. Research has shown that tea drinkers would rather, and do, order tap water if they are not happy with the quality of the tea they know they will be offered or the poor way in which they know it will be served.

Tea has the highest profit margin of any single item. The only thing restaurants can sell that will make more money is olives by the piece.

Other Benefits

Besides offering a full range of teas, in both varietals and blends, Tudor House Tea & Spice also offers custom blending and on-site tea education for restaurant management and staff. We know it can be overwhelming and time-consuming to both bring in a new product and train staff on it, so we'll take care of that process for you. Tea is the ultimate chameleon; it can be informal or formal, classic or modern, seamlessly blending into each restaurant and cafe and enriching its menu.

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HOW TO BREW

Hot Tea by the Cup

- Tea leaves are placed into an empty tea bag, french press, or tea pot filter. Tea bags can be pre-filled or filled on demand, using 1 tsp. of tea leaves per 8 oz. of water.
- Pour hot water over the leaves.
- Steep for 3 minutes. Remove tea bag, filter, or plunge french press.
- Serve
- Tea leaves can be reused for the same customer. Loose leaf tea is designed to be steeped more than once.

Iced Tea by the Cup

- For a 12-20 oz. cup of tea, place 2 tsp. of tea leaves into about 6 oz. of hot water, steep for 3 minutes, then remove tea from hot water.
- Pour hot tea concentrate over ice and top with cold water if needed.

Iced Tea by the Batch

- Prepare tea as hot tea by the cup, scaling up for quantity. For example, if making one gallon of iced tea, use 16-18 tsp. of tea leaves. Tea leaves can be reused for another batch, and it is best to mix both batches together for consistency of flavor.
- For clear tea, cool on the counter until room temp then refrigerate. Immediately chilling the hot brew will make cloudy iced tea.
- Can also be cold-brewed by placing the same amount of tea leaves into cold water for 8-12 hours. Tea leaves cannot be reused in this method.

Tea Storage

When tea is kept away from light, air, and heat, it will stay fresh for up to two years. The easiest way is to store the tea in a tin in a cooler part of the kitchen. Refrigeration is not recommended as it introduces moisture.

