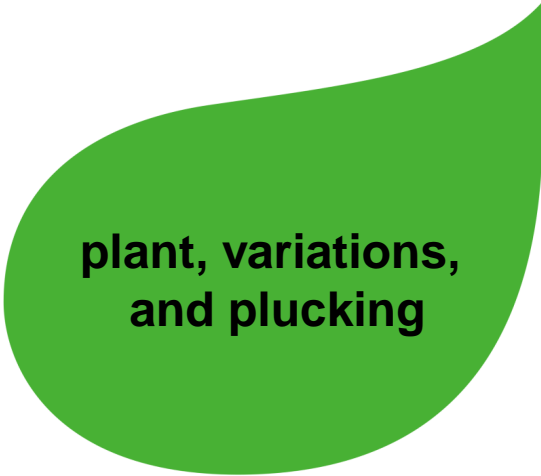






brief history of tea




**plant, variations,
and plucking**



**processing
and manufacturing**



health benefits of tea



**loose leaf
and tea bags**



Simplicitea infuser

brief history of tea



Shen Nung was shading himself under a tea tree and a leaf dropped into his boiling water. Liked it, and noticed beneficial properties – felt very alert, focus, energized.

First started to be traded out of China with the Dutch and Portuguese.

At first, associated with royalty and the wealthy since very expensive due to high taxes implanted by the government. Was then a sought-after herb with medicinal benefits.

Afternoon tea tradition began as dinner moved later in the evening and people wanted something to fill the gap. Was mainly social and refreshment, rarely bites.

First Opium war. Tea was paid for with silver and British opium. Found tea in Assam, and tea gardens were set up here by the East India trading company.

Tax drop led to tea becoming 'the drink of the nation'.

Thomas Sullivan, a US tea merchant, started to send tea samples to his customers in small silk bags. Some started to put the entire bag into the pot, rather than emptying out the contents. The tea bag was born by accident.

First paper tea bags, however tea bags didn't really catch on until 1970's

plant, variations, and plucking

1 same plant camellia sinensis

Two main types of the plant

- 🍃 Camellia Sinensis Sinensis: high elevation, slopes, more complex, delicate teas
- 🍃 Camellia Sinensis Assamica: lowland, humid, hot climates, bigger leaf & stronger teas



processing and manufacturing

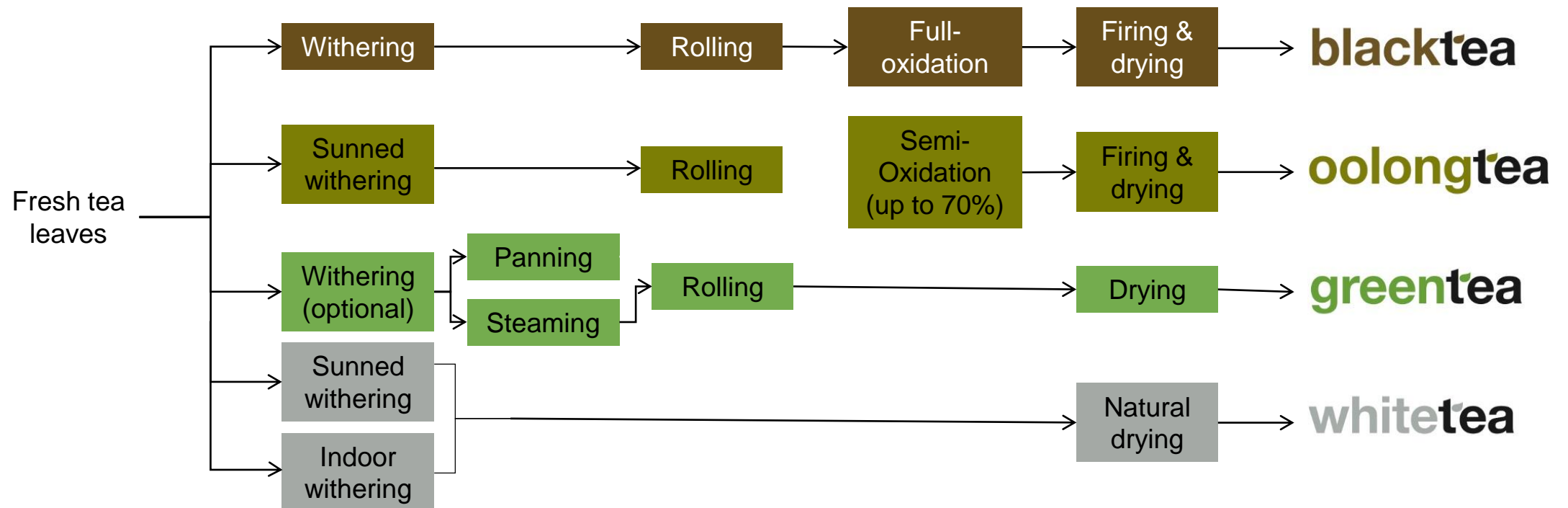
Two main processing methods

Orthodox for whole-leaf quality tea

As a final stage, the tea leaves are shaped in different ways. This style of processing further enhances the taste of the tea and so results in the high quality loose tea.

CTC (Crush, Tear, and Curl) for dust in tea bags

Instead of the leaves being rolled, they are passed through a series of cylindrical rollers that break the tea leaves. Tea being then a powder, it quickly infuses and so is well suited for teabags.



health benefits of tea

Tea is naturally packed with antioxidants

Antioxidants protect you from free radicals. This means that they boost your immune system, and are fantastic for keeping you looking fresh (thanks to anti-ageing properties) and feeling great. Even though, tea is not a miracle cure, these antioxidants might also help keep you heart healthy and can even protect against cancer.

Tea gives you energy

Caffeine from coffee goes straight into our circulatory system jolting us into alertness and causing increased heartbeat and even shakes. Whereas caffeine from tea is released much more slowly (15-20mins) due to controlling effects of other ingredients in the tea, and so it is gentler. Effects are felt more slowly and last longer than coffee, more gradual than a crash.

Tea is naturally free of calories

And so helps reduce the risk of cardiovascular and degenerative diseases, as well as lower the level of cholesterol. Some studies suggest that tea can actually boost your metabolic rate too, meaning you burn more calories drinking a cup of tea than drinking an equal amount of water.

Tea helps with your daily fluid intake

Keeping yourself hydrated is very important – after all, our bodies are 70% H₂O. If you don't drink enough water, you can become dehydrated, leading to headaches, tiredness and light-headedness. Ideally, you should aim to drink two litres of water a day. Sometimes it's easy to forget to drink enough, especially when we're all so busy. Luckily, teas are 99% water, and one of the big benefits of tea is that it can contribute to your daily fluid intake, and this in turn can help to fend off dehydration.

loose leaf and tea bags



the whole-leaf,
always

We take pride in sourcing and hand-picking the finest tea leaves, and to grind them down would be almost criminal. Opposed to the Crush, Tear, Curl (CTC) way, we handle the whole leaf teas, herbs and flowers very gently so they retain more of the essential oils that give our tea its delicious, full and complex flavour as well as allow increased health benefits.

Our teas are available in loose leaf or pyramid whole-leaf tea bag formats, because we think that even the highest quality-seeker should be allowed to enjoy tea in a simple way. Our biodegradable corn starch tea bags offer all the space whole-leaves need to infuse properly and release its complex characteristics - thus, the convenience of a tea bag with all the taste of real whole-leaf tea.

simplicitea infuser

brewing loose tea is easier than ever

simplicitea

4 easy steps to loose leaf bliss...

Beyond the theatre it provides, it brews the perfect cup of tea every time. Simplicitea is an efficient, consistent, and simple way - as the name reveals - to steep your loose whole-leaf tea.

1. LOOSE TEA



2. HOT WATER.



3. INFUSION/DECANT



4. ENJOY!



Food grade, BPA-free plastic container.

simplicitea infuser

cleaning and caring for a maximum product life time

	
<p>A quick and easy clean</p> <ol style="list-style-type: none">1. Brew and drain tea.2. Immediately empty the tea leaves from infuser.1. Rinse.2. Allow to dry.3. If time: wipe the inside to avoid water marks.	<p>A rejuvenating care</p> <p><u>OPTION 1</u></p> <ol style="list-style-type: none">1. Leave the infuser to soak in a warm water solution with either vinegar, lemon juice or baking soda for a natural remedy - if you choose to use an industrial stain remover, please clearly follow instructions.2. Hand wash with mild soap and a non-abrasive sponge. <p><u>OPTION 2</u></p> <p>Place the infuser into dishwasher.</p>

For a more thorough clean
Remove lid and strainer,
and wash separately.



* As a minimum weekly, but the need to remove tough stains varies on how often the Simplicitea infusers are used.