



issuetwo.2019
masters
talk





MastersTalk Content

Professional Talks about Tea and other Tasty Cultures

3



Albino Tea Cultivars

Tea Microtrend

8



Three Kilos of Tea History

George van Driem's Weight

14



Vin Jaune of Jura

Olga Nikandrova & Denis Shumakov's Yellow Wine Immersion

22



Vietnamese Tea Industry

Development Dynamics

26



Real Tea Sommelier

Murat Kornaev's 100 cups a day

34



Tea in Classic Sommelier Work

Alexander Rassadkin's Comment

36



Championship Organizer's Checklist

Aliona Velichko's Experience

MastersTalk Content

38



Formats of Tea Championships

Two Variants, Five Variations

40



Tea Championship A-Z

Aliona Velichko's Index

43



TMC Formats in a Small Market

Gundega Silniece's Insights

46



Not Only Guinness: Tea in Ireland

Ekaterina Likhacheva's Tea Crawl

53



Irish Coffee and Espresso Martini

Ekaterina Likhacheva's Coffee Meetings

60



Meet Cupuaçu

Olga Yarovikova's Golden Bar

Founder and publisher: Tea Masters Cup Ltd. **Editor-in-Chief:** Olya Buhtz

Tea Masters Cup, MastersTalk are registered trademarks of Tea Masters Cup Ltd.

Address: rooms 05-15, 13A/F, South Tower, WFC, Harbour City, 17 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong, +33 781488464, editor@masterstalk.online

Advertising: online@masterstalk.online

© Tea Masters Cup, 2019

Albino Tea Cultivars

Tea Microtrend

In the previous issue of MastersTalk we published a selection of research reports examining the effects of stress experienced by tea leaves on the taste and aroma of tea; those reports mentioned albino tea. In our opinion, albino teas are one of the most interesting tea microtrends in recent years, so we are tempted to tell you more about them.

Albino tea cultivars are tea trees whose leaves are notably lighter in color than those of common tea trees during certain parts of the year (for example, in the spring, at the beginning of the growing season). Such trees are mentioned already in *The Treatise on Tea* (大观茶论, Da Guan Cha Lun) written by the Chinese emperor Huizong of the Song Dynasty in 1107. The emperor, whose life, as we know, didn't end well, stated that white-leaf tea trees are very rare, but very delicious tea can be made from them if a proper processing method is used.

At present, we are witnessing a surge of interest in albino tea cultivars; they are actively and comprehensively studied. Before presenting to you a brief review of some relevant studies, we'd like to make a couple of remarks.

First, leaves of albino tea cultivars can be almost white, but also light green and yellow. They are lighter in color than “standard” green tea leaves, but

usually they are not pure white. Second, albino tea leaves are normally used for making green tea whose outward appearance resembles that of ordinary green or white tea. And albino teas are not an extreme rarity. For example, albino tea leaves are used to make Anji Baicha green tea, which is fairly often found in tea shops.

So, at the moment, there are a number of tea cultivars that, if properly propagated, produce albino tea trees. Here is a list of Chinese albino tea cultivars that we came across in published scientific studies (names given exactly as they appear in the original publications):

- *Baijiguan*. Wuyishan (Fujian province).
- *Anji Baicha* (aka *Baiyecha 1*, aka *White leaf No. 1*, aka *Bai Ye Yi Hao*). Anji (Zhejiang province).
- *Huangjinya*. Ningpo (Zhejiang province).
- *Anji Huangcha*. Anji (Zhejiang province).
- *Suyuhuang*. Wuxi (Jiangsu province).
- *Huangjincha 1*. Hunan province.
- *Zhonghuang 1*. Zhejiang province. Created by Tea Research Institute of CAAS, Hangzhou.
- *Xiaoxueya*.
- *Qiannianxue*. Zhejiang province, also common in Sichuan and Guizhou.
- *Yu-Jin-Xiang*. Zhejiang province.
- *Jinguang*. Zhejiang province.



Albino Tea

Tangya White Tea First Grade
Enshi, Hubei, China



All albino tea trees can be divided into two groups: photosensitive and thermosensitive. Photosensitive cultivars have light-colored young shoots during the time of year when the sun is most active, and when there is less sunlight, their leaves become darker and acquire the usual green color. *Huangjinya*, *Yu-Jin-Xiang* and *Jingguang* tea varieties belong to this group of albino cultivars. Young leaves of thermosensitive albino tea trees are lighter in color when air temperature is low, but when it rises to 20-22°C, the leaves become greener. *Anji Baicha* and *Xiaoxueya* belong to the group of thermosensitive albino cultivars.

The main characteristics of teas made from albino leaves are approximately the same and do not depend on the nature of albinism. Compared to non-albino teas, albino teas contain more amino acids and similar compounds (including theanine), less caffeine and less catechins. As a rule, albino teas have more pronounced umami taste, no bitterness, and less astringency.

As any potential market micro-driver, albino teas are the subject of many studies nowadays. These studies are quite haphazard, so our review of them will most likely resemble a quilt.



If albino tea trees are shaded, their leaves turn greener, but their catechin content nevertheless remains lower than in non-albino teas: doi.org/10.1038/srep45062



Near-infrared spectroscopy and chemometrics enable us to distinguish quickly and non-destructively between



Albino Tea

Tangya White Tea Special Grade
Enshi, Hubei, China



white tea and green tea made from albino tea leaves. This is, undoubtedly, a very valuable piece of knowledge, since our own spectrometers are too dusty to be of use right now:

doi.org/10.1002/jsfa.6376



DNA-markers help identify albino tea trees and their young plants when their leaves are green (e.g. in autumn): doi: [10.5897/AJB09.971](https://doi.org/10.5897/AJB09.971)



In Sichuan and in Hubei newly introduced albino tea cultivars were compared with commonly used local cultivars. In Sichuan, albino varieties *Huangjinya*, *Jinguang* and *Yujinxiang* were compared with *Fudingda-baicha*; it was concluded that the

Yujinxiang variety has a very high yield. In Hubei, albino varieties (*Huangjingcha 1*, *Anji Baicha* and *Zhonghuang 1*) were compared with *Echa 1*, which is a dominant tea cultivar there. Besides the analysis of biochemical components, the study focused on evaluating sensory qualities, showing that “*Anji Baicha* was the most excellent tea variety, followed by *Huangjinchai 1*; *Zhonghuang 1* was shown to be comparable to *Echa 1*”. The three albino tea cultivars were all found suitable for producing high-quality green tea.



And below there is a link to a Japanese study claiming that Japan has its own albino tea cultivars (*Hoshinomidori*, *Kiraka*, *Yamabuki*, and *Morokozawa*), that one of them was first registered as early as 1981, and that, at present, the Japanese use leaves of albino tea cultivars to produce light-green matcha tea.

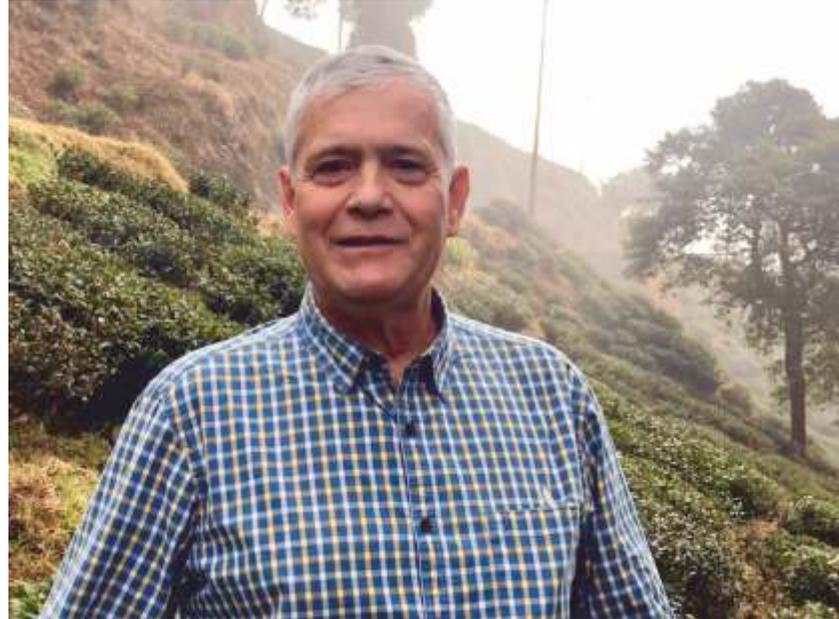
Three Kilos of Tea History

George van Driem's Weight

George van Driem is a linguist, professor of historical linguistics, director of the Linguistics Institute at the University of Bern and author of the recently published book *The Tale of Tea: A Comprehensive History of Tea from Prehistoric Times to the Present Day*. We asked George van Driem a few questions about his new book and tea — and we are delighted to share his answers with our readers.

Dear Professor van Driem, thank you for agreeing to answer our questions. If we may, let us start not with history, but with stories. For many tea specialists, any information about tea (description of the production process, results of scientific research, historical works, etc.) is valuable only insofar as it can be turned into an interesting story for the tea table. Do you yourself tell entertaining stories at the tea table? Would you recommend your book as a collection of such entertaining stories?

The history of tea is, of course, brimming with stories, but tea servers are not traditionally story tellers. It is true that the Dutch literary circle Muiderkring, whose members first popularized tea in Europe in the first half of the 17th century, included dazzling playwrights, novelists, poets, and



orators. However, during the Japanese tea ceremony, tea is served in silence. The “tea girls” serving tea in tea pavilions of Bangkok’s old Chinese quarter in bygone days certainly told stories to their clients, but most of the tales they told were expressed primarily through body language. Some tea lovers have heard or read one of many myths about tea and may spread that narrative further. *The Tale of Tea* is steeped in history and makes a point of dispelling such persistent myths because fact is far more fascinating than fiction.

In your opinion, what moment should be marked as “the appearance of tea in human culture”? The question is not about a specific date or time period, but about an event that could be designated as “the point of origin” of tea history. What is it: The beginning of cultivation of tea plants? The appearance of special tea ware? The start of tea trade? The appearance of a special word for tea? What is the starting point of the tea history?

The beginnings of tea history are concealed in deep antiquity. Tea culture emerged as soon as tea was first consumed by humans. Throughout time, tea culture has changed, and most readers of *The Tale of Tea* will be surprised to discover that the oldest tea cultures are not what they expect. In Asia, there are several ancient lexical roots denoting tea, and some of these oldest words for tea originally also denoted other herbs. All the questions you asked just now have detailed answers, but no short answers. Genuine tea people will want to know the detailed answers, and this is the very reason why I wrote *The Tale of Tea*.

Is there anything in your book that goes radically against established ideas about the history of tea?

Many historical facts may surprise us today. Tea was originally eaten, not drunk. The first tea drinkers in Europe were not English or Portuguese. The Boston Tea Party was not called the Boston Tea Party, and American history schoolbooks generally misrepresent what the incident was really about. The samovar was not invented in Russia. The list goes on and on. All this is told in *The Tale of Tea*.



Muiderkring (J.A. Kruseman, 1852)
Amsterdam Heritage Museums

Muiderkring

Muiderkring was an informal circle uniting artists and scientists of the “Dutch Golden Age”. The members of the circle met regularly at the Castle of Muiden (owned by the poet Pieter Corneliszoon Hooft) and conducted literary and musical soirees there. In August of 1640, one of the members of Muiderkring wrote a letter in which he called his fellow members of the circle “illustres Te-potores” (illustrious tea drinkers), himself — a tea worshiper, and spoke of tea in the most enthusiastic terms.

Muiderkring members acted as a productive elite, deliberately cultivating in the general population a fashion for their favorite things and habits, including tea, which they presented as a drink familiar to educated and progressive people. In fact, they created the first consumer tea culture in Europe.

George van Driem. Three Kilos of Tea History

The more I read about tea, the more I realised that many of the contradictory stories in print were not based on historical fact.



The answer to this next question can go far beyond the scope of the interview, but perhaps you could briefly describe for us the methods and the research focus of historical linguistics.

As a discipline, historical linguistics is often misunderstood. In recent years, some scholars from other disciplines with no expertise in historical linguistics have managed to get pseudo-scientific studies published in otherwise serious journals, where none of the editors are historical linguists.

During my visiting fellowship here at the University of Sydney this month, we are holding workshops to combat just such sensationalist and often politically motivated poppycock. I welcome any truly interested person to come to the University of Bern and complete their studies in historical linguistics with us in beautiful Switzerland.

Have you always been interested in tea or did your interest arise as you worked in tea-growing regions? Has your work influenced your tea tastes?

My interest in tea arose during my childhood when I took a liking to tea and asked my mother to explain the difference between Indian tea and the Chinese jasmine tea that we were drinking. The more

probing my questions became, the less she was able to answer them. So she told me to read books.

The more I read about tea, the more I realized that many of the contradictory stories in print were not based on historical fact. Consequently, tea became my life-long passion since childhood. Decades ago, I resolved to write a book about tea and began to conduct historical research. Because my main research involves the description and analysis of hitherto undocumented languages as well as historical comparative linguistics and population prehistory, tea research was always on the back burner. For years, I privately conducted research on tea history, patiently and methodically.

Do you have favorite tea/teas? What method of brewing do you prefer?

My own personal preference is perhaps strongest for matcha, white teas, gyokuro, lóngjǐng, bìluóchūn, fine oolongs and some fragrant Darjeeling and Nepal teas. But I love many other teas too. Each tea has its own method of brewing, and there are known variations in these brewing techniques that are familiar to well-practiced tea cognoscenti.

Do you teach anything related to the history of tea?

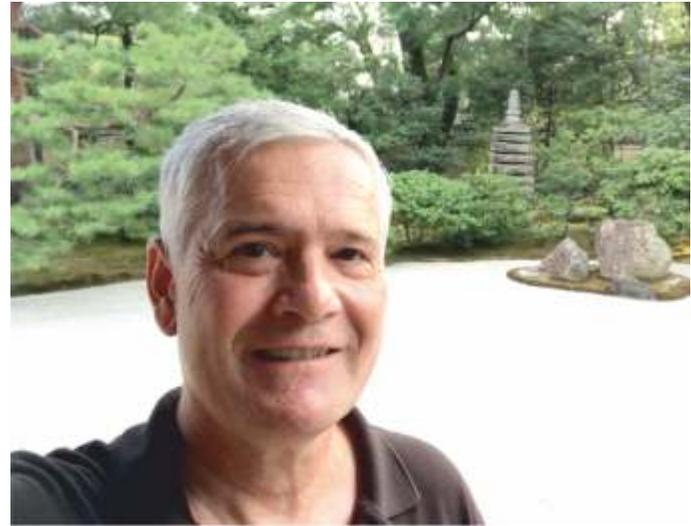
My book has appeared in print just four months ago, and since then I have been invited to give tea talks in Switzerland, Kathmandu, Edinburgh, Bangkok and Sydney. My next tea talk will be in Holland. Each of the tea talks thus far has been completely unique in theme and substance because every host has wanted a different focus. My teaching at the University of Bern and my regular guest lectures abroad deal with topics in linguistics, population genetics and prehistory. Now people have begun to invite me to lecture on tea history.

Is there a place in Switzerland where you like to drink tea? I know there's quite a decent tea trade in Bern, is there a nice place to have a cup of tea, too? Or do you prefer to drink tea at home?

The book mentions the tea room at Länggass-Tee in Bern, but I prefer to drink tea at home, in the garden with a friend, student, or colleague, or just by myself.

Is there a tea tradition among academics in Switzerland? Do you often drink tea at work?

At the Linguistics Institute at the University of Bern, the administrative personnel take a regular morning tea or coffee break together, but the professors and research scholars work all day without taking any breaks. Many do enjoy drinking tea but sip their tea while working. Swiss people evidently really enjoy working, and so as a flying Dutchman I fit in quite well.



Historical linguistics

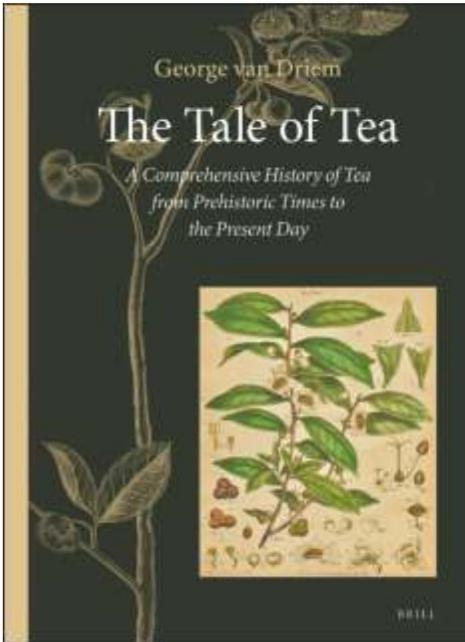
Historical linguistics often allows you to find answers to questions that at first glance may seem completely non-linguistic.

The fact is that any historically significant event leaves traces in the language — and, working with these traces, a historical linguist can reconstruct the development of a certain phenomenon or a whole culture. Based on linguistic evidence and population genetics, George van Driem concluded that the ancient Miao-Yao people and the Austro-Asians were most likely the inventors of rice farming.

George van Driem works a lot in the Himalayas, so crossing paths with tea was inevitable for him. But for this inevitable encounter to turn into a large-scale scientific work, it took years of effort and a profound personal interest in tea and tea culture.

George van Driem. Three Kilos of Tea History

The Tale of Tea has been written to be understood and enjoyed by any and all educated readers, but the book is still a scholarly work. The Tale of Tea weighs 2.865 kg.



George van Driem. The Tale of Tea. A Comprehensive History of Tea from Prehistoric Times to the Present Day. 904 pages

Has the topic of tea been exhausted for you? Or will you continue to conduct research in this area?

I have already begun writing a second book on tea that addresses lingering questions and some of the remaining unresolved mysteries in tea history. The historical research for this second book is already well underway, but I am in no great rush.

At the same time, some people have asked me to write a lighter version of the entire history of tea. The Tale of Tea has been written to be understood and enjoyed by any and all educated readers, but the book is still a scholarly work. The Tale of Tea weighs 2.865 kg. A lighter version would not only weigh less but could also be lighter in style. I have become amenable to this idea.



Vin Jaune of Jura



Vin Jaune of Jura

Olga Nikandrova & Denis Shumakov's Yellow Wine Immersion

Vin Jaune (French for “yellow wine”) is a dry wine made from the Savagnin grape variety under four AOCs in the French Jura region. Vin jaune is aged under a film of yeast (voile), and it is this aging type (biological aging is the special term), combined with a rather high price, that makes vin jaune a rare specialty, not very well known outside of the professional wine community.

As for us, besides the wonderful taste and technological interest, yellow wine is attractive because of its informational compactness — a small magazine article is enough, at least theoretically, to get acquainted with it.

So, first things first. Jura is an administrative region in eastern France, close to Burgundy and Switzerland (Switzerland — to the east, Burgundy — to the south). Jura is famous for the Jura mountains (with dinosaurs' footprints and other things that gave a whole period of the Mesozoic Era the name of this region and/or its mountains), wonderful cheese (Comté, Morbier, etc) and vin jaune. The latter, of course, is not the only Jurassic wine — no more than 400-450 thousand bottles of vin jaune are produced yearly, while the total annual production of wine in Jura is 10-12 million bottles. But it is vin jaune that is the hallmark of the region.

Climate in Jura is semi-continental with relatively cold winter, warm summer, 1800-1900 hours of sunshine and 1000-1500 mm precipitation annually (and this is quite a lot). Average annual temperature — about 12°C. Wind is mostly from the South and Southwest, less often — from the North. Soils — marl and limestone. On the whole, grape vines like it there, but, of course, some distressing climate events do happen: heavy rains during flowering, frost and summer hail.

There are four AOCs located within the region: Château-Chalon, Arbois, l'Etoile and Côtes du Jura. The Arbois AOC is the largest in Jura and the first of France's AOCs, registered in 1936 (several AOCs were actually registered at that time, but in alphabetical order Arbois was listed first, which allows it to be formally considered the first). And the town of Arbois is the wine capital of the Jura region (the administrative capital of the region is Besançon). Three AOCs (Arbois, l'Etoile and Côtes du Jura) produce vin jaune along with other types of wine. But only vin jaune can be labeled as AOC Château-Chalon, and its production in Château-Chalon is regulated most strictly — up to skipping wine releases in bad years. If the territory included in the AOC Château-Chalon (Château-Chalon itself and several villages in the vicinity) produces some other or not-so-good wine, that wine is marketed as

Photo Credit: Eugene Murtola



Château-Chalon



Olga Nikandrova & Denis Shumakov. Vin Jaune of Jura

Côtes du Jura. Naturally, vin jaune from Château-Chalon is considered to be the best.

Under the requirements of the appellation, vin jaune (besides its territorial binding) is produced according to the following rules:

1. Grape variety — Savagnin. This grape has been known in Jura since the 13-14th centuries and has always been used for the production of vin jaune. Genetically, Jurassic Savagnin is identical to Traminer from Tyrol. Durable thick-skinned berries, late ripening, high acidity, resistance to traditional grape diseases and characteristic citrus notes in the aroma made Savagnin a very popular grape in Jura — more than 20% of the Jura vineyards are occupied by this variety. By the way, there are several variants of Savagnin (S. Vert, S. Jaune, S. Muscaté and so on) and, of course, not only vin jaune is made from this grape.

Savagnin intended for the production of vin jaune is harvested late, but not too late — botritization is rarely allowed. First, dry white wine is made from this grape, then it is fermented in stainless steel tanks (usually) or in oak barrels (less often). Optimal characteristics of the wine intended for further maturation are 13% abv and relatively high acidity (pH 3,0-3,1). Before being poured into barrels for aging, the wine must rest and give off excess carbon dioxide.

2. Vin jaune should spend at least five years under a film of yeast in the barrel and should be bottled not earlier than in December six full years following the

harvest. Most often, the wine is poured into barrels for storage in spring or summer of the year following the harvest (thus, the wine rests for at least several months).

Vin jaune is aged in 228-liter oak barrels, where previously a different wine has been aged (new barrels would impart too much of oak to the wine). Barrels can be filled either completely or 8-10 liters under-capacity — it's up to the winemakers to decide, and they take into consideration the temperature in the room where barrels are kept. As a rule, the warmer the temperature, the fuller the barrels. Barrels are set on special supports so that they do not touch each other. They are closed with plugs, but only to keep foreign matter from getting into the wine, not for sealing the wine.

A film, or veil, of yeasts forms on the surface of the wine within several weeks or a month and can develop either naturally or with the help of inoculated (pure cultured) yeasts. The veil of yeasts on vin jaune consists of different forms of *Sacharomices* (as does the flor on sherries) — but their exact species and quantitative composition is different from the sherry one and, of course, varies depending on the season and storage conditions. There are no standardized conditions for storing the wine and for the veil formation in Jura. Barrels may be kept in cellars with more-or-less even temperature, or in attics with significant temperature fluctuations. In any case, the room for storing the wine must be well ventilated at a low humidity.

Vin Jaune Ageing

Film of yeast
(voile)



Olga Nikandrova & Denis Shumakov. Vin Jaune of Jura

Just as the sherry flor, the veil of yeasts protects the wine from oxidation and gives its taste and aroma some specific characteristics, which are mostly brought about by aldehydes generated by the yeasts.

The quality of vin jaune is controlled by Société de Viticulture du Jura; its experts examine the acidity of the wine and the changes in aldehydes content during the first years of aging. Based on the results of these examinations, some barrels can be withdrawn from the vin jaune production. In addition, the taste and aroma characteristics of the wine are evaluated prior to bottling.

After five years of aging under a veil of yeasts, vin jaune is a dry wine of yellow (what a surprise) color, 13.5-15% abv, with 350-600 mg of acetaldehyde per liter, a specific flavor with characteristic notes of nuts and spices (a pleasant consequence of long aging) and fresh taste with vivid and characteristic crisp finish (a no less pleasant consequence of the Savagnin character). In this state, the wine is bottled.

3. Vin jaune is bottled in containers of special shape and volume. They are called Clavelin and it's easier to show their shape (see picture), than to describe it. Such bottles were used for vin jaune as early as the 18th century, and in 1914 one abbot ordered a batch of bottles of this type with his name on them. And his name was Clavelin — this gave the name to the whole type of bottles. Buy the way, the personalized batch was only 30 bottles — a small price for going down in history.

The Clavelin's capacity is 650 ml, and it is filled with 620 ml of wine, which is exactly the amount left after 1 liter of wine has been aged for six years. The angel's share, Jura-vin-jaune-style. Sometimes vin jaune can be bottled in 375 ml bottles. Officially, such bottles are destined for sale outside of France, but in practice they can be easily obtained within Arbois itself.

4. Vin jaune shouldn't go on sale earlier than January 1 of the seventh year after the harvest. So, in practice, this means that it can appear in stores almost right after bottling. Vin jaune continues to develop in the bottle, and some experts advise drinking it two years after the bottling. And bottling of vin jaune is associated with an event whose mention would be a good transition from formal rules to informal impressions.

First weekend of February each year is a holiday in Arbois called Percée du Vin Jaune. It includes tastings, auctions, fancy-dress parades, and, of course, a solemn opening of a vin jaune barrel, and a no-less-solemn (so far as the pressure of the wine allows) filling of the first bottle of the year (well, not actually the first, of course — but it's an official holiday, you know...).

Certainly, Percée du Vin Jaune is the main event in Arbois. But the town (or a large village — it has about 3500 inhabitants) is a great destination even on a regular day. There are lots of wine shops. The thing is, most Jura wine is sold not simply on the domestic market but on a very domestic market — in Jura itself. Including the shops located in Arbois,



Clavelins



↑
Clavelin

↑
Not-a-Clavelin

↑
Clavelin

Olga Nikandrova & Denis Shumakov. Vin Jaune of Jura

each of which sells wine by a single producer only. And since there are many wineries in Jura, there are many single-brand wine shops as well. It is a great pleasure — although the absence of a regional enoteca strikes one as surprising at first. However, there's a Jura Vine and Wine Museum that gives you a more-or-less complete picture of the region.

There are excellent local cheeses in Arbois (as everywhere else in France, for that matter). A glass of vin jaune and a piece of Comté (with or without rind, it's a matter of opinion) go miraculously well together. They also bake delicious bread there, do wonders with meat, make vinegar (including the kind made from vin jaune) and rent out inexpensive apartments with very good kitchens. In short, there are plenty of fun things in Arbois, enough for at least a week's stay, and these things are also very tasty.

Arbois and vin jaune played an important role in the life and work of Louis Pasteur — he went to college in Arbois and later devoted a prominent part of his studies to vin jaune in general and to voile yeasts in particular. Today, there's a statue of Pasteur in Arbois, and, he is an integral part of the local lore.

Also, in the history of Arbois, and of the entire Franche-Comté, there was a period of Spanish rule — hence, the possibility of Spanish influence on the Jura wine culture is often mentioned. Sometimes the Savagnin grape variety itself is said to be of Spanish origin. We cannot say anything definite on this subject and so will content ourselves with mentioning the possibility...

Vin jaune is a very tasty wine, or rather very tasty wines, because there are many varieties and they are all distinct. Different terroirs, different vintages, different wineries — and a very wide flavor spectrum, at the heart of which there's always a fresh, slightly sour note (most often close to apple), spices, hints of vanilla, and perfect gastronomical properties. Vin jaune is best served at room temperature, although playing around with cooling the wine can also be interesting.

When creating tea-based gastronomic compositions with vin jaune there is a temptation to pair tea with biologically aged sherry wine (Fino or Manzanilla + cold-brew white tea + light fruit snack). However, despite the similarity of some of the technological aspects of making the sherry wine and vin jaune, the drinks are very different in acidity. There is no acidity in sherry, whereas yellow wine retains its fruity and fresh acidity to the full. This is why pairing tea with yellow wines is as difficult as pairing it with dry white wines.

The most successful composition we have tried so far was the following (ingredients are listed in the tasting order): vin jaune — cheese (aged Comté) — black tea brewed with crushed nuts (cashews + almonds + hazelnuts + cassia or walnuts + cinnamon). Let the tea cool down a little so as not to aggravate alcoholic notes in wine; also, it is better to use delicate black teas — Russian, Georgian, Iranian, or Azerbaijani.

Vin Jaune of Jura



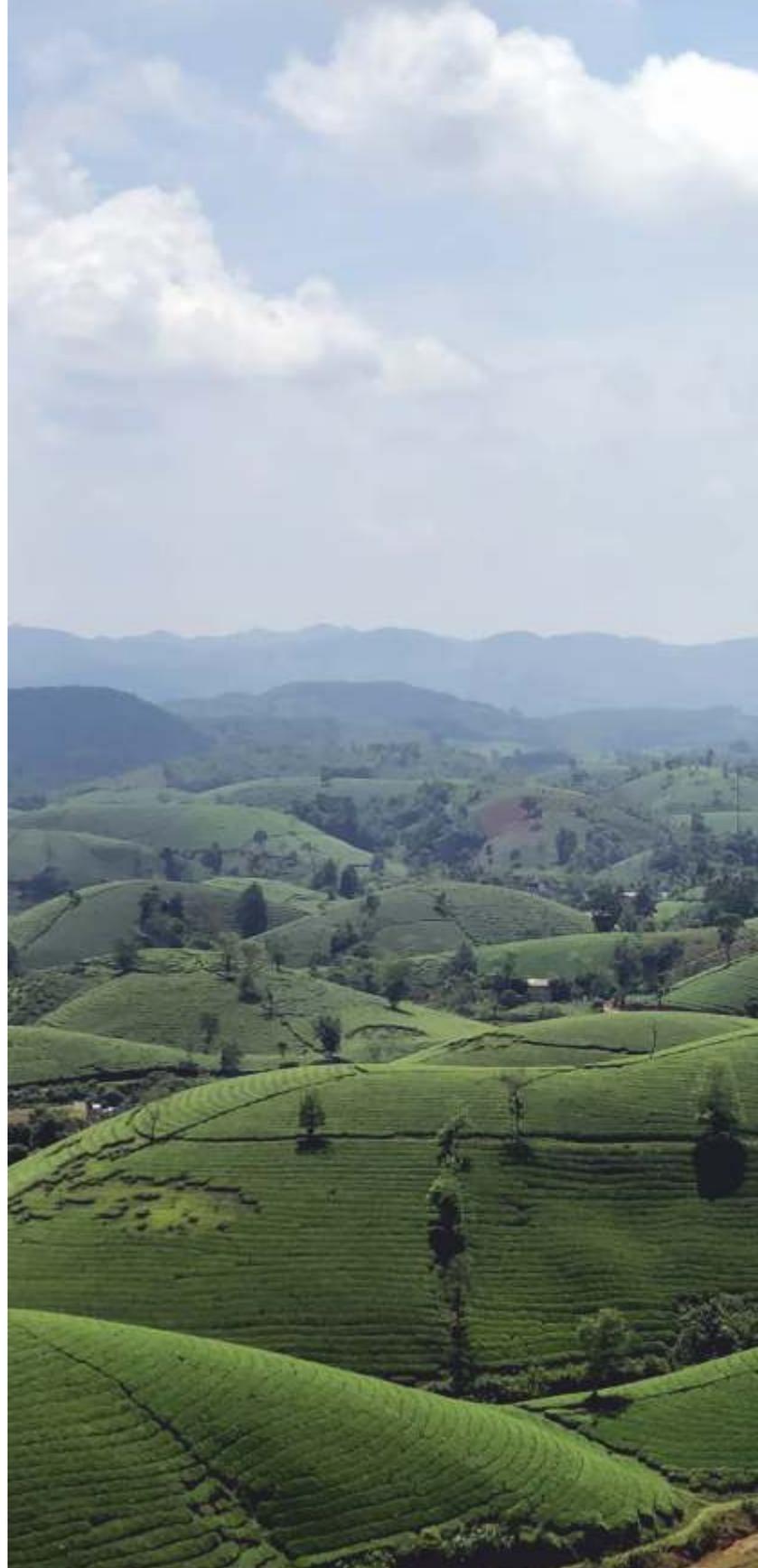
Vietnamese Tea: Development Dynamics

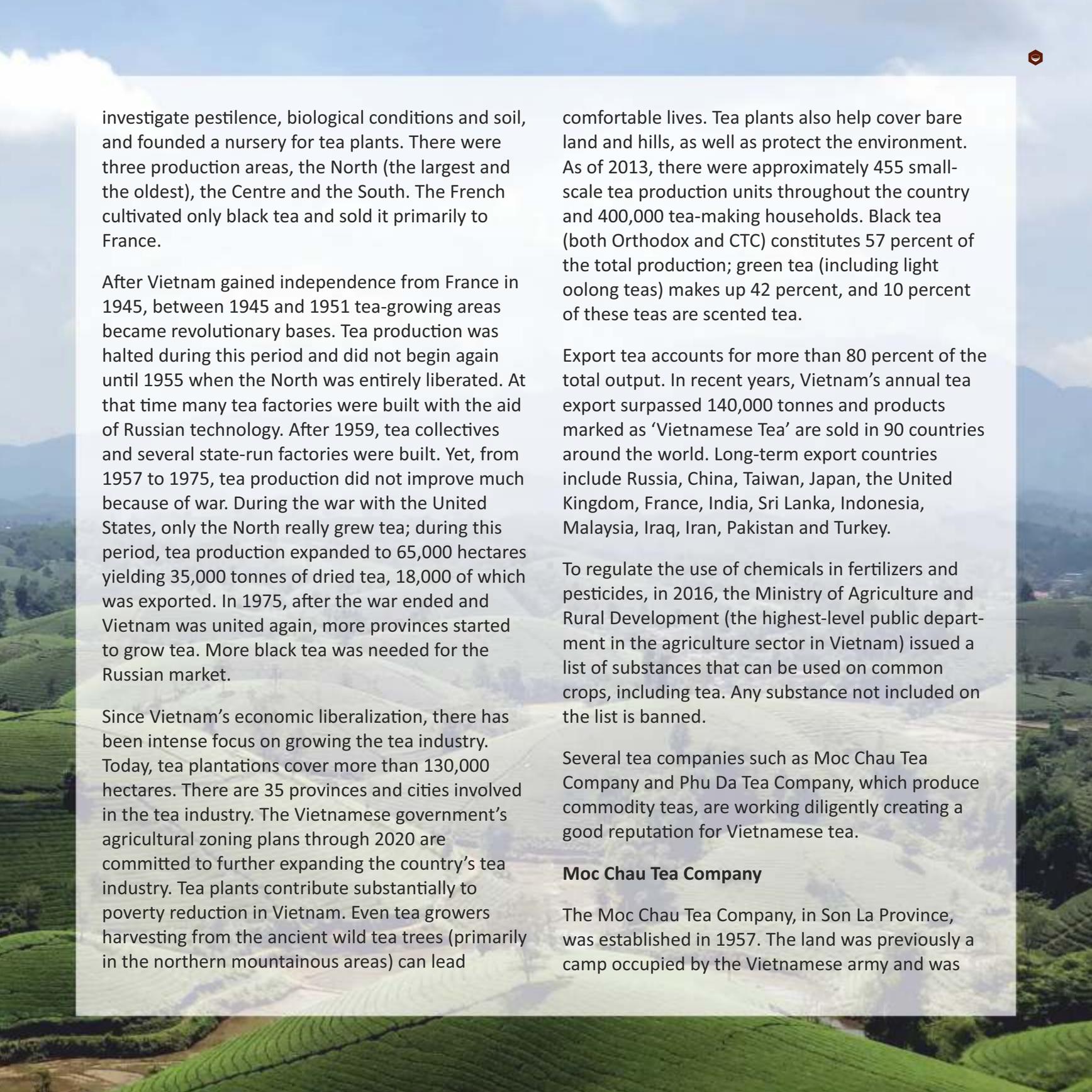
Vietnam Tea Association (VITAS)
46 Tang Bat Ho, Hanoi, Vietnam
+84 24 3625 0908
www.vitas.org.vn
vitas@fpt.vn

Tea is big business in Vietnam, but its history is a long and complicated one. With the average annual output of 180,000 metric tonnes, Vietnam now ranks sixth in global tea production (behind China, India, Kenya, Sri Lanka and Turkey, and ahead of Indonesia and Japan), according to International Tea Committee statistics. Vietnam is considered one of the “cradles” of the world’s tea plants. In 1960, at a conference in Paris, France, archaeologists revealed the results of a study conducted in a cave in Con Mong on Dong Son culture in Hoa Binh and Thanh Hoa. Findings showed that the fossilized tea seeds discovered in that cave were 10,000 years old.

When the French invaded Vietnam in the late 1850s, they introduced the first Assam tea clone, said Ms Nguyen thi Anh Hong, vice chairwoman of the Hanoi-based VITAS. While occupying Vietnam, the French established research institutes to study the quality of Vietnamese tea, laboratories to

Based on the article by Vanessa L Facenda
Tea & Coffee Trade Journal, November 2019



An aerial photograph of a vast tea plantation in Vietnam, showing terraced rows of green tea bushes on rolling hills. The sky is blue with some clouds. In the top right corner, there is a small red icon of a house with a white roof.

investigate pestilence, biological conditions and soil, and founded a nursery for tea plants. There were three production areas, the North (the largest and the oldest), the Centre and the South. The French cultivated only black tea and sold it primarily to France.

After Vietnam gained independence from France in 1945, between 1945 and 1951 tea-growing areas became revolutionary bases. Tea production was halted during this period and did not begin again until 1955 when the North was entirely liberated. At that time many tea factories were built with the aid of Russian technology. After 1959, tea collectives and several state-run factories were built. Yet, from 1957 to 1975, tea production did not improve much because of war. During the war with the United States, only the North really grew tea; during this period, tea production expanded to 65,000 hectares yielding 35,000 tonnes of dried tea, 18,000 of which was exported. In 1975, after the war ended and Vietnam was united again, more provinces started to grow tea. More black tea was needed for the Russian market.

Since Vietnam's economic liberalization, there has been intense focus on growing the tea industry. Today, tea plantations cover more than 130,000 hectares. There are 35 provinces and cities involved in the tea industry. The Vietnamese government's agricultural zoning plans through 2020 are committed to further expanding the country's tea industry. Tea plants contribute substantially to poverty reduction in Vietnam. Even tea growers harvesting from the ancient wild tea trees (primarily in the northern mountainous areas) can lead

comfortable lives. Tea plants also help cover bare land and hills, as well as protect the environment. As of 2013, there were approximately 455 small-scale tea production units throughout the country and 400,000 tea-making households. Black tea (both Orthodox and CTC) constitutes 57 percent of the total production; green tea (including light oolong teas) makes up 42 percent, and 10 percent of these teas are scented tea.

Export tea accounts for more than 80 percent of the total output. In recent years, Vietnam's annual tea export surpassed 140,000 tonnes and products marked as 'Vietnamese Tea' are sold in 90 countries around the world. Long-term export countries include Russia, China, Taiwan, Japan, the United Kingdom, France, India, Sri Lanka, Indonesia, Malaysia, Iraq, Iran, Pakistan and Turkey.

To regulate the use of chemicals in fertilizers and pesticides, in 2016, the Ministry of Agriculture and Rural Development (the highest-level public department in the agriculture sector in Vietnam) issued a list of substances that can be used on common crops, including tea. Any substance not included on the list is banned.

Several tea companies such as Moc Chau Tea Company and Phu Da Tea Company, which produce commodity teas, are working diligently creating a good reputation for Vietnamese tea.

Moc Chau Tea Company

The Moc Chau Tea Company, in Son La Province, was established in 1957. The land was previously a camp occupied by the Vietnamese army and was

Vietnamese Tea: Development Dynamics

given to the company by the government. Moc Chau began planting tea trees in 1958 and opened a factory. A new factory was built in 1978. Today, the company owns 593 hectares of tea plantations.

CTC black tea was the main product in the beginning, but Moc Chau switched completely to green tea in 2002, said Mr Nguyen Van Tam, the company's vice director. Before 2002, the primary markets were Iraq and Russia. Now, the leading markets are Afghanistan, Pakistan, the Czech Republic, Uzbekistan, and France. While most customers are private label brands, some are large companies like Unilever. "We switched to green tea because our two main markets — Afghanistan and Pakistan — prefer green tea," said Van Tam, noting that they worked with Japanese tea experts between 1997-2001 to learn about farming green tea.

Moc Chau's annual volume of fresh tea leaves is 10,000-12,000 mt, a quarter of which is exported to Afghanistan and Pakistan. There are six harvesting seasons, 20 days apart from each other. Moc Chau is one of the few companies in Vietnam using mechanized harvesting.

"Our goal is to penetrate the European market," said Mr Vu Hong Khanh, Moc Chau's vice director of agricultural practices. "We've been improving our processing methods since 2017 in order to obtain Rainforest Alliance certification, which we now have. We are also working to modernize our facilities."

Phu Da Tea Company

While Moc Chau produces green tea, Phu Da Tea Company in the Phu Tho province is primarily a black tea producer. Iraq is its main export country, but it also sells to China and India. Phu Da Tea Company was established in 1958. It was state-owned as were the other three tea factories Phu Da eventually merged with before becoming a private company in 2000. Now, 51 percent of Phu Da is owned by an Iraqi company and the other 49 percent is owned by the GTN Group of Vietnam, which purchased the shares from the government of Vietnam. "We're much more efficient as a private company. We can make our own decisions and react quicker," said Mr Nguyen Chau Long, director of the Phu Son factory, one of Phu Da's factories. "When we were state-owned, we were less efficient because we moved slower, it took a long time to make decisions and there was less production." He added that as a private company, Phu Da has been able to invest in more production lines. "That would have been too difficult to do when we were state-owned." Today, Phu Da Tea Company owns 1,500 hectares of plantations, of which approximately 1,460 are tea. Phu Da also operates four factories (one was built in 1958, the other in the 1970s, a third in 1989 and the fourth in 2000) — each one has a specialty, but all use the same processing methods — and one blending center. There are five to six harvesting seasons, with each season lasting one to two days. Phu Da must wait 40-45 days between harvests because black tea takes longer to fully ripen.



1975

2010

2012

2020



Phu Da has been working hard to improve its standards and quality. “We passed ISO certification in 2014 and became Rainforest Alliance certified in 2017,” said Long. “With these certifications, we have interest from new trading partners in new markets.” Phu Da is also beginning to test the green tea market. “We want to be able to export to China, Taiwan and Pakistan — all of which have high

demand for green tea — and serve consumers in our domestic market, who also prefer green tea.”

With new export market opportunities, as well as continued domestic potential, Vietnam’s tea industry has strong reasons to stay focused on upgrading its tea quality, standards and processing methods.



Vietnam Tea Association
VITAS Since 1988
www.vitas.org.vn



Real Tea Sommelier

Murat Kornaev's 100 cups a day

Tea sommeliers, i.e. people who are responsible for everything connected with tea at a hotel, cafe or restaurant, are custom-made specialists. Each tea sommelier is a unique phenomenon strongly associated with a particular HoReCa establishment and tied to specific conditions, rather than a representative of the profession with a standardized set of competencies, established guild ethics and other attributes of an advanced trade.

We would like to introduce you to one of the variants of tea sommelier's work on the example of Murat Kornaev, winner of TMCI 2016 in the Tea Pairing category. In fact, Murat calls himself a chaikhana-man (chaikhana — a tea room in Central Asia) — which is eclectic but elegant for a specialist working with tea in a Japanese cafe in Krakow...

Murat, what has changed in your career since winning TMCI in Seoul and what are you doing with tea now?

I tried to build my professional life around tea a two or three years before the championship. But the phrase "I've been fond of tea for over 20 years" didn't open the door. The phrase "I won TMC in Korea" was more useful. Soon after the championship, I started working in a cafe at Mangha Museum of Japanese Art and Technology in Krakow. I took over all tea issues in the café — from purchasing to

Photo Credit: Magda Halon

servicing it to the client. I also work at various events, from weddings to official receptions. The museum has included me in the educational programme and I give 40-45 minute classes to children — I tell them about tea in general, tea in Japan and tea culture in the broadest sense.

***Could you describe the work routine in detail?
What tasks and how often do you solve?***

The FOH (front-of-house) work. My maximum per shift is about 100 tea orders. We work from 10 a.m. to 6 p.m., which means about 5 minutes on average per order. Taking into account the fact that when fulfilling an order, I need to find the tea, prepare teapots and bowls, boil water and brew the tea, plus I also wash teapots after they come back from the client, — this means the day is very intense. Of course, it doesn't happen every day, but on weekends it is quite often the case.

Sourcing tea. Since I am trying to create as wide a tea menu as possible, with different types of primarily Japanese teas, I cannot have only one supplier. I have to keep an eye on the stock to order tea on time. The easiest thing to do would be to limit oneself to the teas available in the EU, but it's not always good value for money and their quality is sometimes simply poor. This is why we have to import teas and do customs clearance twice or thrice a year. Sometimes, to get some special teas, you have to go on a tea hunt for them and bring them home in your backpack. The hardest case is when the supplier is out of some tea and you need to urgently look for a replacement.

Staff training. It is a very important point, because otherwise it would be impossible to go on vacation





at all. The most difficult thing in training is to find someone who will pay attention to the process. Since we don't work in a tea shop, the staff is more focused on typical work at the bar.

Working at events. It is often a challenge to ego (sometimes you have to communicate with a drunk who wants to “tea to sober up”), although sometimes, on the opposite, this work motivates, makes you look for non-standard solutions.

How many teas do you have on the tea menu?

We have 35 teas on the menu, but of course I always have something interesting in reserve in case my tea loving friends come by or the Consul General of Japan arrives.

And what part of the guests are the regulars?

It's difficult to tell the exact number... But there are regulars, and it seems to me that tea plays an important role in this case. We just great each other with some guests, there are those with whom it's nice to talk and learn their opinion about tea; when they come, I want to surprise them with something new and fresh. For example, there's an elderly couple who come rather often. They eat and they drink tea. They came here the other day, I brought them tea, and they said: “You were gone when we came last time, and the tea was no longer the same”. It's nice to hear, of course, even though I understand that it's more in their heads. And there are guests who start buying loose leaf tea to brew at home, asking for advice on how to brew.

Do these retail sales of tea make sense in terms of economy, or is it just a nice bonus for guests?



Murat Kornaev. Real Tea Sommelier

It makes sense to me, because this is one of my other sources of income, and it is slow but growing. Retail sales of tea is my “business” — it’s purely my income. In this case, I sell my tea, at my own price, through my own sales register and even weighing it on my own scales. It is linked to my other tea business — I supply tea to different public catering establishments.

So, you have three jobs: sommelier, retail and supplies to HoReCa, right? Does your salary in the cafe depend on the number of tea orders?

Yes, it does. Since I sell tea to the cafe, I have an agreed margin on the supplied tea. The faster the tea stock turns, the more tea I supply to the café. And, yes, I have three businesses.

What’s the kitchen at the café and what percentage of guests order tea?

We mainly have a cuisine inspired by simple Japanese food: chicken in teriyaki sauce, miso soup, sushi. But there are also European dishes, especially when it comes to breakfast. Approximately one in three customers orders tea.

What is the tea serving format?

I have two teapots for each order — one I use to brew the tea, the other one — to serve the drink to the client. A teapot with tea leaves stays on my table. If the guest wants a second brew on the same leaves, they return the empty teapot to me; they can either come up to me, or pass the teapot through the waiter. This is free of charge.

What’s the average check at the café and how much does it cost to serve tea?

The average check is about 30 zlotys (about 10 USD). The cheapest tea — 6 zlotys, but there is no second brew for it (because there is no point in brewing Earl Grey for the second time), the most expensive — 20 zlotys (gyokuro or yamabuki). Our prices are quite moderate, taking into account that the volume of the teapot is 350-400 ml and the portion of brewing is 5 grams.

Is there alcohol and coffee in the cafe?

There’s coffee. And it’s good. The coffee machine is good and the barista is skillful. But coffee loses out to tea on sales. There’s also alcohol — beer, wine, choya, sake.

Is the brewing and serving of tea standardized for all varieties, or is there a difference?

There’s a difference. Those who have to replace me use a ‘cheatsheet’. They write the temperature and the infusion time there. With time, when they gain experience, they start to do it more intuitively. But there aren’t many who can. Two, maybe.

Do you actually brew every tea in a particular way? What do you keep track of, the temperature, the time? And how long does it take you to select the brewing and serving method for each tea?

Whenever we have new tea, I test it and choose the brewing method that is optimal from my point of view — temperature/time/tea to water ratio. So that later I can work with it habitually. But if the



Murat Kornaev. Real Tea Sommelier

customer asks for a stronger or weaker brew, I easily make adjustments. At the same time, it is necessary to test every batch of tea. For example, this year's Maojian is good if you brew more tea leaves (6-7 grams) but with cooler water.

That is, you have your own recipe for each tea in your head. Developing and updating these recipes is also part of your job, isn't it?

Yes, of course it is.

Do your guests prefer drinking their tea with or without food? Do you offer snacks yourself or is it the waiters' job?

At first we had a "tea pairing" section in the tea menu, then we removed it, it wasn't in demand. But now we're going to introduce it again — and we're trying to come up with something sexy for black tea.

And how does the kitchen react to your ideas?

The kitchen reacts well, because we are trying to find such tea and food pairs that even a waiter could make them quickly. During training, I tell the waiters what tea can be recommended with every particular dish.

Could you please describe your winning tea pairing? Have you ever used it in your work?

Yes, I have. I used Polish cuisine to create it, and I sometimes make it at different events.

The tea and food pairing I prepared in Seoul was created based on a well-known Polish recipe—

herbata z prądem, which can be translated as "tea with electricity" or "charged tea". Actually, the recipe is very simple — strong alcohol is added to the tea. Such tea is usually drunk in winter, when you need to warm up quickly.

As a "charge" I chose Śliwowica łącka (śliwowica from the region of łącko) — it is a well-known in Poland plum brandy. It has an interesting story that begins, according to some sources, back in the 12th century and culminated in 2005 with the inclusion of this drink on the List of the Traditional Products.

To make charged tea, I brew Ruby Taiwan tea with a vanilla pod in a siphon. Then I added literally a few drops of plum brandy. It is very strong, about 70 degrees — and when it comes in contact with hot tea it immediately evaporates, creating a cloud of plum aroma above the cup for some time, just enough for tasting. And then the interaction of tastes and aromas of tea begins. Vanilla accentuates the vanilla flavour note in Ruby Tea, and this flavour, in turn, accentuates the plum alcohol note.

As an appetizer for tea, I ground pistachios and raisins and made balls from the resulting mixture, which I nagged on skewers together with pieces of smoked dried Polish cheese from sheep milk. This cheese has a deep creamy smoky taste and very gastronomic salinity — just what you need.

During the tasting, you should first smell the tea, then try the cheese and pistachio-raisin ball, and then take a sip of tea.



Tea in Classic Sommelier Work

Alexander Rassadkin's Comment

We'd like to remind you that the etymology of the word "sommelier" does not imply the expertise of this specialist is to be reduced to alcoholic beverages only. In theory, any sommelier should be ready for tea and coffee work. Of course, the reality is far from book knowledge — but we wanted to hear about tea in the work of a classic sommelier — and addressed our questions to Alexander Rassadkin, president of the St. Petersburg Sommelier Association, director of the Enotria St. Petersburg Wine School, holder of the title "Best Sommelier of Russia 2015" and semi-finalist of the World Sommelier Competition (2016, 2019).

Alexander, does the sommelier's training program include coffee and tea blocks? And, if so, what should a sommelier know about tea?

Not all sommelier schools include blocks on coffee and tea in their program. But we, at the Enotria School in St. Petersburg, allocate one class for each of these topics. In these lectures we try to give basic knowledge about the consumption culture of these drinks as well as their origin, varieties and preparation methods. First of all, a sommelier is required to have the right tea or coffee recommendation for the guest and the ability to consult them on the range of tea and coffee offered by the establishment.



Are there any tea tasks in professional sommelier competitions? If so, what are they? And how do contestants prepare for them? Do answers to these tasks affect the overall result?

Traditionally, sommelier contests have questions about tea and coffee, but they take less than 1% of the total weight of tasks. Most often they are devoted to some elite expensive coffee or tea varieties and terminology. The preparation of these drinks is not on the task list, even at the highest-

level international competitions. It seems that these tasks are there just because they should be, rather than with an aim to develop the competences needed in the profession.

Still, both in training and competitions, more emphasis is placed on alcoholic beverages. And in real life conditions, sommeliers rarely work with a wide range of coffee or tea and are rarely responsible for serving or purchasing these drinks.

One of the main tasks of the sommelier is to select wine for the dishes ordered by guests. Does the sommelier have similar tasks for tea?

I do not have exact data. But in today's world, this kind of classical sommelier communication/recommendation hardly occurs in more than 10% of cases. And that's what I'm talking about wine. I think for tea and coffee this percentage goes to less than 1%. It's not a lack of interest, it's a change in approach.

For a long time, people were taught to focus on tastes and bouquets. Now there is more and more interest in ideas, concepts, experiments and new experiences, which changes the role of the professional.

How did you personally prepare for tea questions when participating in competitions? Or based on what you have already said (less than 1% weight), this preparation would be waste of time?

I often choose a technique of preparation that is not quite correct in terms of tactics and time consumption. I try to immerse myself in the beverage world. If you take tea, for example, in addition to reading a couple of books, I have

watched video bloggers, read articles, brewed different tea varieties and tried to memorize their main peculiarities. Experience has shown that most of this knowledge did not come in handy at the contest. But competitions are different and if in a situation where the main coffee sponsor is Nespresso, coffee questions are predictable, then tea tasks can potentially be a surprise.

Are there any tea questions that remain unsolved for you, issues in which you really want to get to the bottom?

In wine, as well as in any other drink, I always try to find a way to systematize and arrange every piece of knowledge. I love all these charts and tables. I need some kind of coordinate system. "10 Most Famous Teas of China" may create that illusion, but the reality is that the worlds of tea and coffee are very different. The wine approach doesn't work here. These drinks depend heavily on storage, preparation and serving.

In wine, most of the work happens in a particular region under the control of a particular producer. This world is easier to study and systematize. International institutions such as WSET (wine, spirits, sake) or Cicerone (beer), though not ideal, but allow to make learning and studying more convenient, which makes it convincing for both professionals and amateurs. And the problem of learning here simply rests on the lack of proper practice of preparation and work with the product.

With tea, everything is different. And if in coffee the system of grading and some coordinates is gradually evolving, in tea, it seems to me, it does not move at all.

Championship Organizer's Checklist

Aliona Velichko's Experience



After spending five years organizing a national tea championship, you accumulate experience that, on the one hand, is worth sharing, but on the other — you understand how unique everything is in the context of each country. In addition to subjectivity, the second difficulty that arises in summarizing what you have learned is related to the issues of structuring that very knowledge and the proper emphasis on the primary and on the secondary, which is often just as important as the primary. Therefore, this article is divided into three parts: basic things about the approach, descriptions of different formats and some comments of various importance in alphabetical order. It is a kind of algorithm built on my experience. I hope it will be useful to those specialists who consider the organization of tournaments as one of the options for their professional development.

To become an organizer of a tea championship, you need at least to have a love for tea, the courage to take risks and an understanding of why you need to do so, and at the most — all trump cards in your pocket. But without the 'at least' part, in my opinion, you won't succeed, even if you have all the

trump cards. I found eight such cards. If you have half of them at the start, that's something.

By the start of the first championship in Belarus (2015), I had motivation, love for tea, and about half of the trump cards. 10 years of tea journey and a

tea studio, knowledge of the structure and rules of the championship, time to spare, experience in running a tea school.

I did not know yet who would support me, but for some reason I believed that such a good idea is hard not to support.

I still want more partners, and I still want this holiday to be created as a joint effort, not by a small group of enthusiasts. I want the participants to lose their fear and to realize that the process is just as important as the result. And I want partners to see the success of the event as much more than just a return on investment. It is important to make



With experience I came to understand that the world is ruled not only by ideas, but also by money, that the performance anxiety may be stronger than the desire to win, that the team is a good support, but the whole responsibility is still on you, and that you can invest three months in an event, and, in the end, you would be glad to cover the costs and get a ‘thank you’ from someone.

But on the other hand, it is an invaluable networking experience. Tea people get to know each other, even if they are not friends, but at least they feel part of the community. Some participants discover new roads and grow professionally. And you know it’s difficult, but it is necessary.

money, but it is equally important to realize that we are doing the same thing. But there is always a journey between vision and implementation.

To start this journey, you first need to answer a few questions for yourself:

- Is your love of tea materialized in the form of a shop, studio, website, club or company? Existing projects are trusted more.
- Do you have any free time? High-quality preparation will take time. It takes me three months of full involvement in the process.
- Do you have any idea where you will find the money? The championship has to be done at your own expense, and there is no “kind stranger” who

Aliona Velichko. Championship organizer's check-list

gives you money for it with the words: "Do what you want, and do not deny yourself anything". In addition to the expenses for the event, the obligatory package provided by the organizer includes tickets for the winners to get to the next-level tournament.

- Do you know where and how you will recruit participants and judges?
- Whom will you recruit for the team? And how?
- Where will you find volunteers?
- Do you have a clear understanding of the goals and objectives of the event for yourself, the

community and the country (region) as a whole? This question has to be answered for yourself first. Then it will be asked by many others and should be answered, preferably honestly and convincingly.

- Do you know the rules of the championship and are you ready to sign an agreement with the owners of the project? The championship is not an amateur event, but an event with a clear and well-thought-out structure, with its own rules.

Formats of Tea Championships



To the first approximation, there can be two formats: independent and built into a larger event. Each comes with its advantages and disadvantages.

We had 4 independent events, and all in different places: an art gallery of a hyped Internet portal, a Chinese five-star hotel, a national art museum and an amusement park. The benefits of independent tournaments:

- Entourage and atmosphere. A standalone event is a good opportunity to create an atmosphere important to the tea community. It means coziness, music, decoration, a program that includes seminars, workshops, and entertainment. Such an event can bring together up to 2000 people, who come specifically for the sake of all the things mentioned above.
- Our own rules. The choice of date, timing, size of the site... We always held independent tourna-

ments on weekends, and when we built the championship into an exhibition, we lost some of our guests, because it worked from 10 a.m. to 6 p.m. on weekdays.

- Our own statistics and feedback. The data are more understandable and transparent, they do not need to be extracted from the big exhibition data. So you can see exactly how many guests came for tea.
- Tickets. A stand-alone event allows you to sell tickets and add a little money to your budget. However, when selling tickets you should take into account the appetites of the venue (park, museum, etc.), almost always an increased one.

Difficulties of an independent project:

- Advertising for the event falls entirely on the shoulders of its organizer.
- All technical support must be provided by you.

The advantages of the championship being built into another event:

- Part of the technical support is provided by the organizers of the main event.
- The main event incorporates the advertising campaign for the championship into its own and expands the circle of visitors.

The most popular events so far have been our own festivals and tournaments held at the Chinese hotel and the amusement park. But I can't say that the perfect format has been found yet. Partners like events that pay for themselves and attract new clients. And the visitors like spaciousness, festivity, welcoming atmosphere, good weather and a variety of thematic platforms.

www.cafeshow.com.cn



Cafe Show China 2020

Sept.4-Sept.6, 2020

**China Int'l Exhibition Center
Beijing, China**

Contact: Aileen Liu

T. 0086-10-84600706

E. liulin@ciec.com.cn

Tea Championship A-Z

Aliona Velichko's Index

Advertising. We've advertised on the radio, on television, on the internet, in the subway. Plus, we print out posters every time and hand out flyers. We get the partners involved.

Budget. It grows from little things into big sums and usually includes: tickets for the winners' trip to the next-level championship (one of the main expenses), expenses for judges (transportation, food, accommodation), rent for the site, payment for photo and video services, expenses for the site, payment for designer's work, printed matter (banners, rollups, info walls, leaflets and posters), advertising on the radio, web sites and social networks, aprons, products and ingredients for the organizer's composition assignment, emcee's fee, stationery, prizes for participants, T-shirts and meals for volunteers, the work of a sound engineer.

Do not forget about the organizer's fee, although after closing all the financial holes, there's almost never anything left for this part. The most inexpensive championship cost 3000 dollars, the most expensive one - 8000 dollars (not counting the organizer's fee). Once we made a small profit, but the other times we just broke even.

Champions. So far, they don't really see what they receive by winning, besides taking part in an inter-

national tea championship. But the tournament definitely helps them grow professionally: one winner of an international championship became a national judge; two people got tea jobs in Russia thanks to acquaintances they made during the championship; several people became more active and deeper involved in tea, experimenting with it at hookah bars; one bartender opened several coffee houses and cares about the tea knowledge of his employees. These are stories that I know, but there are certainly more that I don't know.

Entertainers. Many guests come to the event with children, so we always had a playground with entertainers. We cooperated on barter terms, in exchange for advertising and tea.

Instagram. It turned out to be the most effective social network for us, plus FB and VK. But as a rule, they are active mostly during the preparation and holding of the event — and this is a disadvantage.

Judges. First, we invited experienced tea people, plus we involved coffee and wine specialists. Then we included a winner of an international championship into our judging panel. We try to have international panels every year, although the cost of recruiting too-far-away judges is too high. But it's important, too.

Location. It's better to choose a place that is easily accessible and has a parking lot. Places with a unique character and their own clientele are attractive. It's great when the staff is friendly and all arrangements are thoroughly recorded.

Money. Or rather, where to get it and where barter is possible. We agreed on a partial barter to print products or to organize performances. All our master classes and lectures were free of charge. The main income — partners' fees for space rental and

advertising. Once the budget was replenished by sold tickets. Participants also paid a small registration fee. While at first only tea shops and water-selling companies were our partners, later on the partnership became interesting for food courts and craftsmen. We also attracted info partners (magazines, information portals) on barter terms.

"Oops!.." It's inevitable. It's the organizer's cry when something goes wrong. You just have to be prepared for it and to not blame yourself too much —



Aliona Velichko. Tea Championship A-Z

there will always be those who are happy to do it for you.

Participants. It is still difficult to recruit them. Most of them are those who have received tea training or work at some tea establishment, a bar or a coffee shop. Some participate several times, but they are few. Over 5 years, about 55 people have participated in different categories.

Partners. I like that word better than ‘sponsors’. It signifies a potential for cooperation, not just a monetary relationship. It’s one of the most important topics in preparation for the championship. They create flavor and diversity, plus they invest and support. Partners always calculate their benefits, primarily financial, because they are people of business, but the idea is also important to them. Today we have about 5 tea companies who support us regularly, and 5-7 who support us from time to time.

Photos and Videos. It is always worth making or looking for those who will make it tasty and beautiful. It works for the future. And it creates history. Plus, the video will be watched by future contestants (or so they say).

Team. This is important. The ideal situation is when paid specialists are inspired by the idea and ready to do much more than they are obligated to, and volunteers have enough time to meet and discuss the scope of work, thus sharing more responsibility. There are two people I am grateful to, my friends

who have been with me during all five championships, and their support is important to me. There were a designer, a journalist and a PR manager whose work was compensated, but they did much more than was expected from them. There was an attempt to attract sponsoring partners to the organizing team, but they have so much to do that they couldn’t find either time or motivation.

Thematic Platforms. We had them with lectures on psychology, with lectures and master classes on tea, martial arts, art, and also a platform for children.

Based on my experience, I can say that a team of 3-4 people is the most efficient and mobile, provided that everyone can successfully cope with their workload. But the main responsibility still lies with the organizer. And the main thing here is not to burn out.

Volunteers. They’re needed, and it’s better not to have too many. To help the participants on stage and in the preparation room, to meet visitors, to help the judges and speakers. At a big tea festival, a volunteer should be present at each of the venues. We looked for them among acquaintances and, if it wasn’t enough, on the Internet. It is important to thank the volunteers with gifts and to feed them!

Winter. Or rather, February and March is the main time for the event. In winter you are feel more thirst for hot drinks and there are fewer festivals. In summer and outdoors, it is more festive, but there are more risks due to weather conditions.

TMC Formats in a Small Market

Gundega Silniece's Insights



In Latvia, Tea Masters Cup is being held 5 years in a row so far. We are having all nominations- Tea Preparation, Tea Pairing, Tea Tasting and second year Tea Mixology as well.

As Latvia has surprisingly high overall results in International level (in the last 3years, 7 different golden, silver and bronze awards), it gives an extra

boost for willingness to participate in the event from participants side and helps us to position this event in our country as significant.

This is my second year as National coordinator and based on previous years experience, I am putting higher plank for ourselves with every single event that we make TMC. It is very important to recognize weak points and make improvements, keep on searching for more attractive appearance for this event, as it still counts as “exotic” for Latvia.

First of all we are still struggling with a choice of venue. First years TMC Latvia was held in different tearooms. Pluses was low expenses and ambient atmosphere though platform had branded background and it doesn't allow involve bigger audience from aside.

The following years we moved to the biggest food exhibition in the Baltic states Riga Food. Pluses are professional venue, observers from HoReCa and guests from other countries, easier to work with attracting sponsorships. Minuses — in the nominations which needs more ambient atmosphere is almost impossible to work when near contests of the chiefs, baristas and bartenders is being held.

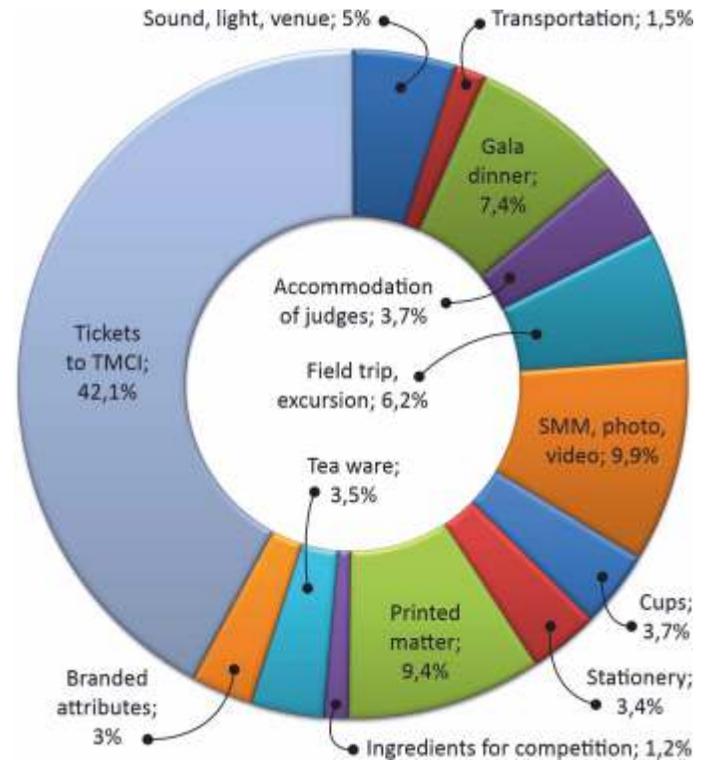
Gundega Silniece. TMC Formats in a Small Market

To keep pluses from food exhibition venue, but still have more intimacy in nominations which needs artistic touch, we decided to separate nominations in 2 different events. One — for Tea Preparation and Tea pairing- more atmospheric, artistic. And another one — Tasting and Mixology — more technical.

May 31 first part was held and we are more than happy about results — mood, visual, light and sound was just in another level of experience.

Second part will be held in September, in the frames of Riga Food exhibition.

For new countries which comes on the board of TMC my big advice is to not to hurry with amount of nominations which are held, it takes some time to navigate through what is expected from participants and local judges. As well as participants and judges trainings are needed before. I believe that big plus is to go through Judges certification process Yourself, I am on my way to that. It gives deeper insight of what is expected and helps to positionate concept of the event in all possible levels after and — its much more easy to catch up fragile moments if they happen by counting results and to react immediatly. If the organising team is small, every single person is needed to be multifunctional and able to play different roles. Also it is important to put into everyones mind that National Championship is only first step we make and it is needed to Zoom in Zoom out every single movement we make in International level.



As biggest expenses in our country usually are for sending winner guys to International finals, it makes sense to grow gradually accordingly. For supply of teaware, tea, water and other attributes is much more easier to find partners. Big part of budget goes to visual appearance and multimedia as well as material for sharing in social media is critical.

Shout out for all my friends from all over the world from TMC movement because all these million details comes together in one amazing picture in TMC International and our neverending night tea drinkings I would never change to anything.

A NEW LOOK FOR LEAF TEA

Long-time Russian tea market leader Orimi Group presents Greenfield – the most popular tea brand in the country, and one which has been successfully growing for over 15 years.

Greenfield embodies Orimi's values: authenticity, the ultimate in quality, respect for tradition and the ability to innovate and rethink. The Greenfield collection brings together rare varieties from plantations across Sri Lanka, India, China and Kenya along with an extensive assortment of black and green tea blends infused with natural herbs, fruits, berries, and spices, as well as herbal and fruit-based caffeine-free beverages.

Greenfield's range includes over 100 varieties of tea
Greenfield tea is available in 35 countries

One of Greenfield's latest offerings is a collection of loose-leaf teas in pyramid-shaped tea bags, sealed in individual foil sachets. The collection comprises 12 original black and green tea blends with natural additives.

Greenfield testers have developed on-trend flavour profiles that seamlessly bring together tradition and experimentation, restrained classics and inspired improvisation. Rare varieties of tea grown on the world's most famous plantations meld with exotic fruits, berries, spices and herbs.



Thanks to the functional pyramid shape of these transparent tea bags, the tea leaves steep fully, infusing the drink with all the depth and complexity of their natural bouquet. The individual foil sachets are made from multilayered materials that allow them to preserve the full taste and aroma of these rare tea varieties.

RICH CEYLON

Plantation-grown Ceylon black tea

A wonderful Ceylon tea, this blend is often seen as the gold standard of taste in tea. This blend is vibrant, full-bodied and slightly nutty, with a pronounced and subtly floral aroma.

ROYAL EARL GREY

Black tea with citrus zest and bergamot scent

This is an exquisite take on a classic bergamot blend. Its delicious bouquet combines the savoury notes of refined Ceylon tea with the classic aroma of bergamot and light citrus notes.

BLUEBERRY FOREST

Blueberry and mallow petal black tea with the flavour and fragrance of blueberries and cream

A unique blueberry flavour makes for a wonderful pairing with the rounded, slightly nutty taste of Ceylon tea. The scent of fresh berries perfectly accentuates the tea's natural bouquet.

SICILIAN CITRUS

Black tea with lemon and orange zest, marigold petal and rosehip

In this vibrant, rich blend, juicy notes of aromatic blood orange complement the full-bodied taste of choice Ceylon tea. The bouquet is rounded out by fresh lemon notes and subtle rosehip expertly woven into the tea.

RED BERRY CRUMBLE

Black tea with cinnamon, lingonberry, blackcurrant leaf, apple and orange flower petal

The characteristic tang of lingonberry is a perfect match for the rich and full-bodied taste of Ceylon tea. A warm scent of fresh pastries makes this bouquet stand out.

MINT & CHOCOLATE

Black tea with mint, cocoa shell and cornflower petal

This is an unusual blend of Ceylon tea with mint and chocolate. Its original, carefully balanced flavour profile perfectly melds the depth of flavour of Ceylon tea, the freshness of mint and the rich notes of chocolate.



Orimi factory is the largest production facility of tea and coffee industry in Europe. The entire product range is produced here.

GOLDEN KIWI

Black tea with pineapple and kiwi pieces, lemon zest and basil

This original blend features prominent notes of fresh, pungent basil, the subtle yet distinctive taste of kiwi, and the piquant sweetness of pineapple.

Its fruity aroma is gentle and slightly nutty.

GRAPE VINE

Black tea with hibiscus, blackcurrant leaf, orange petal and grape notes

The intense sweetness of blackcurrant is the ideal counterpoint to the distinctive nutty flavour of Ceylon tea. A luxurious grape scent, set off by fresh blackcurrant leaf, rounds out this blend.

GREEN GINSENG

Oolong tea with ginseng root and liquorice

This classic Chinese ginseng tea is marked by its unusual shape and distinctive, sophisticated flavour profile. To prepare ginseng tea, tea leaves are mixed with ground ginseng root and firmly twisted, creating small 'pebbles' of tea. When steeped, the pebbles open up, releasing a rich and vibrant bouquet of flavours with hints of earthiness and a wonderfully long-lasting, powerful, slightly sweet aftertaste.

TROPICAL SUNSET

Caffeine-free tea drink with hibiscus, orange zest, orange flower petals, pineapple and mango pieces, rosehip and apple.

This light and refreshing hibiscus blend features tropical fruits.

MILKY OOLONG

Oolong tea with mallow petal

The rare, semi-fermented tea oolong has a sumptuous and subtle bouquet with a long, sweet aftertaste.

These natural shades of flavour in the tea blend wonderfully with the subtle and milky mallow notes.

CLASSIC GENMAICHA

Green tea with puffed rice

Traditional Genmaicha tea is a national drink in Japan. It is prepared by combining Japanese sencha green tea with grains of fried rice to achieve an exquisite flavour combination. The resulting bouquet blends the classic freshness of sencha with a lightly caramelized aftertaste and a subtle, almost smoky aroma.

Tea & Coffee in Ireland



Not Only Guinness: Tea in Ireland

Ekaterina Likhacheva's Tea Crawl



The Republic of Ireland is an emerald island with a population of only 6.5 million people and the highest per capita consumption of not only the famous dark Irish beer but also black tea.

Photo Credits: Lacob (Adobe Stock), Ekaterina Likhacheva

The culture of tea drinking in Ireland has developed under the strong British influence. The humid and cool island climate of these regions contributed to the fact that black tea with its warming properties quickly gained popularity here.

In the 18th century, due to various political and economic reasons associated with the dependence of the rebellious island on the English Crown, British merchants brought to Ireland tea of extremely poor quality. The Irish sought to improve the poor taste of the tea imported by the British by long brewing and adding large portions of sugar and milk.

Historically tea was brewed in caldrons or cast-iron kettles just above the burning hearth in every Irish house. Tea could stay on fire all day and become so strong that it was impossible to drink it without an impressive portion of milk.

Tea remains just as popular in modern Ireland: an ordinary Irishman drinks up to 1825 cups of tea a year, most often using tea bags of extra strong tea and traditionally adding to a cup up to 1/3 of milk or cream, which in this country is of excellent quality thanks to the developed dairy industry and ever-green meadows.

Irish have significant emotional attachment to strong and rich tea, and especially to the most



Ekaterina Likhacheva. Not Only Guinness: Tea in Ireland

popular retail brands — Lloyds, Barry's Tea, Bewley's, Tetley. Irish expats also remain committed to domestic tea brands outside of the country, so Ireland exports these brands to the USA, Canada, Australia and Great Britain, where the population of Irish is the highest.

Tea at the emerald island is a traditional and necessary element of communication with family and friends, while coffee is treated as a more formal drink and is mostly consumed out of home. In Ireland, home tea drinking is usually accompanied by long and heartfelt conversations — Irish claim that there is no problem that cannot be solved with a cup of tea. First during the day Irish drink tea around 11 o'clock in the morning than followed by unlimited cups during the day and some more in the evening.

Tea is usually served with pastries and cookies or sweets of traditional popular brands in large tin boxes (Roses, Celebrations, Hobnobs, Jaffa Cakes, After Eight). The innovative and popular element of Irish tea drinking is a sandwich with local brands of crisps (chips). The sandwich consists of two slices of soft white bread with a layer of butter and Irish crisps (Tayto, Walkers, Keogh's), sour cream and onion flavour exclusively. Ironically, this type of tea snack is popular among all age categories and social classes — the only difference being the price and quality of ingredients.

Traditional English Afternoon tea with elements of light early dinner has not been adopted by Irish households, but for the older generation of

Irishmen and tourists this English tradition is in demand at public catering establishments. For example, many five-star hotels in Ireland with the undisputed leadership of Merrion Hotel (Dublin), where politicians and world celebrities often stay, offer English Afternoon Tea as part of entertaining cultural activities that may include an art exhibition or recreation of the aristocratic atmosphere of Victorian tea drinking. The cost of such luxurious service is quite high with prebooking required. Merrion Hotel collects guests' credit card details to reduce table downtime and possible losses in case of no show.

An average cup of tea at an Irish cafe, hotel or restaurant costs 2.4-3.5 euros. Most establishments in low, medium and even high price categories earn on tea by maximum cost reduction of the product itself. Thus, guests are most often offered ordinary tea bags of one of the popular retail brands, served in a cup or a small tea pot with indispensable sugar and milk. The taste of the average Irish tea consumer in the low and medium price segments is traditional and unpretentious — tea-bags brewed tea at a cafe or restaurant is the acceptable norm as long as there is enough milk and sugar.

However, in order to make the most of tea, public catering invents new business models, often combining English, Irish and even Oriental traditions. In this case tea becomes the binding element of a comprehensive service and its quality depends directly on the level and overall concept of the event.



Ekaterina Likhacheva. Not Only Guinness: Tea in Ireland

For example, Dublin Afternoon Tea Vintage Bus Tour is equipped with tables and combines city tours with traditional English tea drinking. Regular tea-bag drink serves here as a warm liquid to drink with standard sweet snacks while enjoying the city views, accompanied by jokes of a cheerful Irish guide. The flavour and price of the tea are given the least importance, but the supply of fresh milk remains unchanged, so the flavour nuances are smoothed out.

On the other hand, such establishments as Tea Garden in Dublin focus on quality, wide range and nuances of tea preparation. The concept of this cafe implies a very limited set of light snacks — nuts, honey and dried fruits, as well as shisha with a wide range of flavors. The business model focuses on attracting customers by providing a comfortable and relaxing atmosphere that is conducive to communication, not limited in time. Much attention is paid to the tea ware, which is designed to emphasize the taste and origin of every particular type of tea. Guests can sit on the floor on carpets and cushions or in comfortable wicker chairs at tables. At the same time, the pricing policy includes the above mentioned services in the price of tea, as it is 200% — 250% higher than in a cafe with more modest furnishings and product quality.

In Dublin — the capital and the most populous city in Ireland with a population of more than 1.2 million people, -- small cafes are opened and closed every month. Business success depends largely on a combination of standard factors such as location, hours of operation, product range, atmosphere and

pricing, but the importance of Ireland's unique word of mouth factor, i.e. how a restaurant, cafe or hotel has established its "personal brand" among the local chat-loving population, cannot be downplayed.

As Ireland's market is relatively small, the success of any business here is largely determined by positive or negative feedback (in person or through social media), which creates a unique brand of the company, and a circle of loyal customers, who will return and recommend the services or products they like to their friends.

Some establishments are so successful in creating their own brand in the country that they have become iconic for locals and obligatory for tourists. For example, Bewley's Café on Grafton Street (Dublin) has become an important part of the city's history and the Irish tea industry development. In 1835, the Bewley brothers delivered 2099 cases of tea from Canton to the Dublin port, at which point the East India Company's monopoly on the Irish tea market came to an end — higher quality and cheaper products imported by an enterprising family tandem became available to Irish people. In 1840, Bewley's opened the café in the centre of Dublin, which has been successfully operating to this day and is the flagship of Bewley's brand and a source of nostalgia for Irish natives.

The Bewley's concept does not stand still — in parallel with the preservation of traditions, the company launched a modern brand Grumpy Mule, which focuses on a younger generation, mostly office workers. The focus of this subsidiary brand is



Ekaterina Likhacheva. Not Only Guinness: Tea in Ireland

quality coffee, while tea is offered bagged, but from the average price category of Bewley's tea line. Some Grumpy Mule cafes are located directly on the territory of Irish international companies and work under contract with them, providing employees with subsidized prices for food and beverages.

Despite the fact that the country has a developed network of international and large local tea and coffee chains (Starbucks, Insomnia, Costa), new members are constantly trying to enter the public catering market of Ireland.

For example, Brew 204 cafe opened in Dublin's historic Harold's Cross district just several months ago. The concept of the place is a family healthy food cafe of average price category. Good quality tea is served in tea pots and in combination with unusual snacks — for example, open avocado sandwich with cream cheese, pomegranate and mint or quinoa-and-banana muffins. To maximize profits, the cafe has limited its tea range to six dramatically different teas, from black and green to blends of dried fruits, herbs and berries. Prices remain average and relevant to attract a wide audience.

A conscious attitude to health and nutrition is one of the trends in modern Ireland. The cafes pioneering in the concept of healthy eating are working and developing successfully. Many of them introduce tea as a product that can have a positive impact on health and wellbeing. The Happy Pear café chain is one of the pioneers of healthy eating in the country. The company was founded by the Flynn twin

brothers 15 years ago and now includes 4 cafes, a farm, healthy eating courses, books and a YouTube channel.

The Happy Pear's range of teas is limited to traditional Assam, green tea with lemon and ginger, organic sencha, and rooibos with mint, chocolate and chamomile. Leaf tea is brewed in teapot-sized paper caddy filters and served in bright ceramic tea ware. As an alternative to regular milk there is coconut, oatmeal or almond milk, while the price remains standard — 2.5 euros. In this case tea is a supportive element for the general idea of the enterprise, but the main profit is determined by a wide range of vegetarian dishes and desserts.

In general, new market participants try to win the tea consumer either by competitive prices and convenience or by an attractive or unusual idea.

How do you organise your own Irish tea party at home or at a tearoom or café?

Classic Irish tea is Assam, a high quality tea with a strong malty flavour and a rich reddish colour. As a budget alternative, any kind of strong black tea or any tea bags which would give strong infusion can be used. Milk or cream, as well as brown or cane sugar is always served to enhance the astringency. The traditional food match for Irish tea is scones — crumbly buns with or without raisins, which are served with a generous portion of soft butter and any berry jam.

Irish Coffee and Espresso Martini

Ekaterina Likhacheva's Coffee Meetings

Irish coffee is probably the most popular coffee mix in the world and the ancestor of other coffee cocktails. In its homeland, there is a long tradition of combining coffee and alcohol. The demand for Irish coffee has supported the whiskey industry in its most unfavourable days, and the famous Baileys liqueur owes much of its popularity to its successful coffee blend. All Irish whiskey producers do not neglect Irish coffee, actively sharing the secrets of its proper preparation and sponsoring competition events. The main ingredients of Irish coffee are simple; and the history of creation is witty.

In 1943, a young chef, Joe Sheridan, offered a combination of coffee, whiskey, sugar and cream to the frozen and tired passengers of an airplane forced to land in Limerick due to bad weather. Perhaps Sheridan was inspired by the universal Irish remedy for colds and bad moods — a hot beverage made with a generous portion of whiskey, boiling water, sugar, lemon and cloves. The mood and well-being of the gloomy travellers quickly improved, and they were interested in the origin of the warming drink, to which they received the answer that this is nothing more than “Irish coffee”.

After this incident, the Irish coffee-and-alcohol beverage rapidly gained popularity off the island, thanks to both the Irish people actively populating the world and the successful combination and availability of ingredients.

The Irish coffee recipe has many variations and nuances, making each drink unique depending on the choice and quality of ingredients, proportions, brewing method and environment — whether it's a

luxury hotel lobby or an open-air in the drizzling rain at a traditional Irish music concert.

Ireland holds regular Irish coffee competitions, where great attention is paid to the ingredients, technology and even the atmosphere in which coffee is made. The Irish take the ‘Irish Coffee’ brand seriously and advise never to order this drink in a crowded pub or bar — a barista may simply not have enough time to devote attention to all the aspects that make up a perfect Irish coffee.

The basic principles of making Irish coffee are as follows:

- The glass should be thick-walled and warmed-up.
- Sugar must dissolve completely, and it cannot be excluded from the recipe (otherwise the cream will not remain on the surface).
- The whiskey must be Irish.
- Cream must be full-fat, cold and should be poured slowly over a spoon.
- You must relax and be in a great mood.

Ekaterina Likhacheva. Irish Coffee and Espresso Martini

The main variations of Irish coffee in Ireland are summed up in the table below.

Each barista can use its own secrets in working with ingredients and mixing technology to achieve the desired flavour nuances. Even the classic Irish coffee recipe has many variations — it is important to follow the basic rules of preparation, and the rest is a matter of creativity, ingenuity and good mood.

The price for Irish coffee in its home country starts from 5 euros and is due to a fairly long process of preparation, tourist demand for the drink and the alcoholic component. In Ireland and the UK the tax on alcoholic beverages is high compared to main-

land Europe. The increase in the tax was intended to regulate alcohol consumption in island countries with a harsh windy climate, but so far has only served to successfully replenish the treasury.

Not all coffee shops in Ireland have an alcoholic licence, so classic Irish coffee is the prerogative of pubs, restaurants and hotels. But a drink called ‘Irish coffee’ is also served in non-alcoholic establishments. For example, coffeehouse chain Costa offers a whole line of non-alcoholic Irish coffee with bitterly tart syrup imitating whiskey — there you can order latte or cappuccino in Irish style with a fluffy cap made of cream and Christmas decor. Most

Irish Coffee Table

Final Taste	Coffee 150–200 ml	Whiskey 35 ml	Sugar 2 tbsp or 1 cube	Cream 30% and more	Topping
Classic	Middle Roast Espresso	Jameson	Demerara	Natural Whipped	Nutmeg
Spicy	Espresso	Bushmills Black Bush	Muscovado	Natural Whipped	Vanilla
Rich	Espresso	Knappogue or Jameson 12 y.o.	Turbinado	Natural Whipped	Caramel
Fresh & Mild	Americano	Teeling Small Batch or Green Spot	Black Barbados or Maple Syrop	Natural Whipped	Chocolate Shavings
Homey	Ibric or Moka Pot	Powers Gold Label, Red Breast or Jameson	Brown	Natural Whipped	Cinammon

Photo Credit: George Dolgikh (Adobe Stock)



Ekaterina Likhacheva. Irish Coffee and Espresso Martini

Irish baristas emphasize that Irish coffee is mainly ordered by tourists as part of the obligatory programme of acquaintance with the green island.

Authentic Irish coffee is best served in a local pub. Sarah Cassidy, a barista at an Irish pub in Meath county, confirms that tourists love to order Irish coffee and shared her recipe. A pub regular James remarked that it's better to use Americano (for softer taste) as a basis for home-made Irish coffee and in no case to save on sugar.

Irish coffee is not losing its position in Ireland and in the world, but the new coffee mixes do not lag behind its ancestor. One of these relative novelties is an espresso martini cocktail.

In social terms, espresso martini serves as a stimulant, unlike the relaxing and cozy Irish coffee. Espresso martini was created on the basis of a strong vodka espresso cocktail, thanks to the combination of caffeine and alcohol, it has a pronounced tonic effect and is good as an aperitif.

The bar of The Shelbourne five-star Dublin hotel is always busy. Irish coffee here seems to be very strong and tart. Like the classic recipe, it is based on whiskey, strong espresso and brown sugar, but the cream is weakly expressed, only in the form of light foam. In addition to Irish coffee The Shelbourne offers several espresso-based coffee mixes: classic coffee with Baileys liqueur and cream, Caffè Corretto with grappa or sambuca, Café Royale with Hennessy VS cognac and cream, coffee with Disaronno amaretto and cream.

Andrew Taylor, a supervisor of the hotel bar and lobby, said that the most popular coffee mixes in The Shelbourne are Irish coffee and espresso martini and the demand for both drinks is stable all year round. Also, recently, cold coffee mixes based on espresso have gained huge popularity in Ireland. Espresso martini was created back in 1983, but only recently has it become a trendy beverage.

The taste of Irish coffee, strange as it may seem, does not depend much on the price. You can try a perfectly well prepared drink in a local pub or at an Irish friend's house, or you can go to a unique Irish coffee show in one of the Michelin restaurants or enjoy it at the bar of a five-star hotel. For example, the Dublin luxury restaurant Chapter One offers a mini-demonstration of the famous drink's preparation: a barista making coffee step by step right in front of the guests' table at the restaurant. Sugar caramel sizzles, the fire is mesmerizing, steam envelops a glass of Irish coffee — everything is very solemn and ceremoniously.

Irish coffee in Ireland and abroad is a whole complex of impressions, which varies depending on the guest's wishes. Wherever you choose to taste or prepare an Irish coffee, Irish music can be a wonderful authentic element in creating the right atmosphere. In Ireland, the music of the local band Kila is particularly popular for Christmas and New Year's Eve, which is also an equally energetic mix of traditional motifs and modern trends as cocktails based on coffee and Irish whiskey.



Country Style Irish Coffee



Gilna's Pub The Cottage Inn
Leightown (2,000 residents)
The recipe is from Sarah Cassidy

35.5 ml of Jameson whiskey, espresso coffee, 2 teaspoons of refined sugar, fresh whipped cream.

Dilute the sugar with a small amount of boiling water to a syrup in a preheated thick-walled glass, pour a shot of whiskey, then a shot of fresh espresso coffee and mix. Slowly pour cold whipped cream, using the back side of the teaspoon for even distribution. Decorate cream with cocoa and cinnamon topping.



Metropolitan Irish Coffee



The Shelbourne Hotel (5 stars)
Dublin (1,200,000 inhabitants)
The recipe is from Andrew Taylor

35 ml of Jameson whiskey, 1 cube of Demerara brown sugar, 200 ml of Colombian black coffee, 30 ml of fresh Irish cream.

Warm up a thick-walled glass by pouring boiling water into it. While the glass is heating, prepare coffee. Pour hot water out of the glass, pour whiskey and put a sugar cube in it. Pour coffee from above and stir until the sugar has dissolved. Lightly whisk the cream and pour over the back of the spoon so that the cream remains on the coffee surface.



Taylor's Espresso Martini



60 ml of pre-made and chilled espresso, 50 ml of vodka, 20 ml of coffee liqueur, 20 ml of maple syrup.

Andrew Taylor: "We start making the cocktail by cooling the glass with ice. Let me remind you that this drink is served in a cocktail glass or a martini glass. While the glass is chilled, we prepare the drink. Add the ingredients one by one to the cocktail shaker, add ice and shake it all well. Remove the ice from the glass and pour the drink in a thin stream from the shaker into the glass".



Meet Cupuaçu

Olga Yarovikova's Golden Bar

On November 18, La Antigua, Guatemala, hosted the final of the 2019 International Chocolate Awards. In the nomination “Simple Dark Chocolate”, the Amazing Cacao chocolate from Cupuasu beans received a bronze medal. Amazing Cacao’s Cupuasu chocolate won another award — the gold medal of a special jury of tasters in the nomination “Peruvian plain dark chocolate”.

The author of the tile, noted by the international jury in two categories at once, Olga Yarovikova, general manager and chocolatier, tells about the cupuasu plant and chocolate, which is made from its beans.



Kupuasu (cupuaçu, cupuassu, cupuazú, cupu ass, copoasu — *Theobroma grandiflorum*, large-flowered theobroma) is a fruit tree native to the Brazilian Amazon, a close relative of cocoa (*Theobroma cacao*). Trees can reach a height of 20 meters and produce heavy, oblong brown fruits. Inside the fruit, white seeds and beans are used, which can be processed using technologies similar to the processing technology of cocoa beans, which allows you to get a product that is very similar to chocolate, but has a number of characteristic and clearly visible properties.

Photo Credits: Guentermanaus (Adobe Stock), Olga Yarovikova

Cupuaçu

Theobroma grandiflorum



Olga Yarovikova. Meet Cupuaçu

Currently, there is a multiple resettlement to Brazil, Colombia, Cuba and some regions of Peru. Mass reimbursement, begun in the 1970s, and this is a common occurrence associated with agriculture, pests, varieties, breeding and agricultural production.

Kupuasu is cultivated for the pulp of fruits and oils obtained from seeds. Very popular in South America, it has a delicate sweet and sour taste with fruity (pear) and banana notes and a pleasant aroma with chocolate and pineapple tones. Neutral, alcoholic drinks, ice cream, fillers for yogurt and other goodies. This is often called the most expensive fruit in South America.

It contains teacrine — a rather rare purine alkaloid (it is not found in some varieties of tea and coffee), which in effect is similar to caffeine.

Conflicting data contained in caffeine and some other components characteristic of classical cocoa (theobromine and theophylline) are found, it can be assumed that these components are not present, but are present in the seeds. Tannins, glycosides, catechins and a number of other components were found in the fruits. Some cupuasus-made drinks (such as nectar) have enough probiotic products. As a rule, enough to be included in the list of superfoods (catechins, antioxidants, vitamins and light stimulants for this). Sometimes they are mixed with green tea — this way it is better stored.

Seeds contain up to 50% white oil, which is widely

used for making chocolate. Kupuasu oil is a well-known cosmetic product that has a beneficial effect on the skin and hair. It is used in cosmetics for skin and hair care. For example, as part of shaving creams. Chocolate making butter is very close in properties to a water temperature of about 30 ° C. Therefore, chocolate made from butter does not melt so quickly in the mouth.

Such chocolate, by the way, is often called “Cupulate” — this term is not particularly known outside the professional community, although it has already become the subject of a Japanese-Brazilian trial (the name “Cupulate” was used by Japanese manufacturers, which provoked protests from Brazilian specialists). And yet, since the flesh of the Cupuasus fruit is used as a filling for chocolate, it can be assumed that in Brazil there is a Cupulate filled with Cupuasus ...

* * *

A few years ago, while traveling through the jungle of Peru, we met this amazing fruit. In those parts (in the region of Madre de Dios), farmers collect the Kupuasu fruit from both wild and cultivated trees. For them, this is earnings, but for us it is an opportunity to make an unusual product of excellent quality.

It's enough to try the Cupuasus beans once and you won't forget their taste ... Therefore, we decided to create a chocolate bar of Cupuasus and present it to the Russian consumer, as we were sure that it

Cupuaçu Fruit



Olga Yarovikova. Meet Cupuaçu



would not be lost in any line of the best chocolate.

In the manufacture of chocolate from Kupuasu we encountered certain difficulties. Being the closest relative to classic cocoa, the cupuasú, however, requires special equipment for primary processing. His vela — the skin covering the bean's core — is very heavy and requires more sophisticated equipment to separate it from the core. So the first batch of Kupuasu beans was cleaned by us manually, and in order to launch this chocolate in a series, it was necessary to purchase additional equipment. At the moment, we are working closely with farmers and are increasing the production of this chocolate, as its popularity is growing rapidly.

Our efforts have brought results, the Kupuasu bean tile has received two awards (gold and silver) in two categories at the European stage of the International Chocolate Awards and two awards (gold and bronze) in the world final of this competition in two categories.

Kupuasu bean chocolate is a self-contained product. The notes of caramel, raisins, hazelnuts and prunes are well read in his taste, creaminess and a comfortable average bitterness are pronounced, while there is practically no acidity. Subtle connoisseurs find notes of strawberry, pomelo and jasmine in it. This chocolate is good in itself, as well as in sauces for meat or desserts.





Find more information
about Greenfield
tea collection

www.greenfieldtea.co.uk

