

News of the brews

Product development continues apace in the teas sector, with new lines ranging from a £30-a-tin organic Matcha to roll-your-own speciality teabags



CALMING INFLUENCE

Natur Boutique, which specialises in Asian herbal teas and natural remedies, has launched Green Tea Blend: a mixture of green tea, Java tea and liquorice. "While Liquorice adds a natural sweet taste to the tea, the unique taste of the rare Java tea adds a flavour unlike any other," says a Natur Boutique spokesman. Also new from the company is artichoke tea. Described as a first for the UK, artichoke tea is said to be popular on the Continent and is being touted as an effective treatment for irritable bowel syndrome. Trade price for both varieties is £1.93 for a box of 20 tea bags, RRP £2.95.

www.naturboutique.co.uk

Dragon Tea has relaunched its Eight Treasure herbal tea in a new canister pack, saying the mildly sweet blend has "taken a back seat" in its range up to now. Eight Treasure combines eight ingredients: red dates, Chinese wolfberries, dried longan fruit, chrysanthemum flowers, jasmine tea leaves, ginseng, mai dong (a Chinese herb for cooling the body system) and rose buds. Dragon Tea says regular consumption is believed to help lower cholesterol levels, aid blood circulation and strengthen the body's immune system. RRP for the new canister is £9.50, with a wholesale price of £6.25.

www.dragon-tea.co.uk



The Irish Tea Company has launched two new fruit varieties that it describes as "extraordinary in taste and appearance". Grandma's Garden is an organically grown fruit tea containing a "colourful and aromatic" blend of blackcurrant, strawberry, raspberry, blueberries, apple pieces, elderberry, beetroot and carrot bits. It comes in a 100g bag retailing at €5.50. Heavenly Fruitbasket is a mild fruit tea with forest fruits such as blackberry, raspberry and blueberry, as well as blackberry leaves, rosehips and hibiscus. A 100g bag retails at €4.90. Trade prices start at a 30% discount on RRP, dependent on volume.

www.theirishtea.com



Exeter-based Tea's Me has collected a Great Taste Awards gold star this year for Minteas, a blend of premium grade organic green tea and spearmint. The product can be enjoyed hot or cold and as a meal accompaniment. Minteas retails at £3.50 for 125g of loose leaf tea or £2.50 for 15 bio-degradable pyramid teabags.

www.teasme.co.uk

TEA FOR HEROES

To help celebrate the 70th anniversary of The Battle of Britain, The Rare Tea Co has worked with the RAF to create a bespoke loose leaf tea. Described as "a traditional British leaf tea, fit to bear the RAF roundel", it launches this month, selling at £5.50 for 50g, with 55p per tin going to the RAF Association. A few lucky tins contain 'golden tickets', with prizes including a flight in a Spitfire. This year has also seen The Rare Tea Co launch Wild Rooibos, a bush tea from the Cedarberg mountains of South Africa.

www.rareteacompany.com



Big Man Tea has launched a taster pack of six individual portions from each of its tea categories, packed in hanging tea bags. "These are a good way of getting an overview of our range," says Big Man director Niall Campbell, "but we also designed them in response to a growing demand from hotels and wedding planners." Trade price for the set is £5.40, RRP £7.50.

www.bigmantea.com



TURNING OVER A NEW LEAF

Real leaf tea is used in the new Hampstead range of ambient iced teas for what the company describes as “a true brew experience”. The three flavours – Chai orange, Oolong elderflower and Darjeeling cherry – are all Fairtrade, organic and biodynamic, and naturally sweetened with agave syrup. No artificial flavours, colourings or preservatives are used. Packed in 500ml Tetrapaks, RRP is £1.89.

www.hampsteadtea.com

• ‘Herbs blessed with health’ is the strapline for recently-launched Blessed Tea, which has picked up a one-star Great Taste Awards gold for a spearmint, peppermint & marshmallow blend. Other herbal varieties from Blessed Tea include the caffeine-free Divine Love (RRP £3.99 for 50g). Combining rose hips, rose petals, hibiscus, chamomile and ginger, it’s described by company founder Nicola Hutchinson as “delicate yet refreshing with subtle undertones of rose and a cheeky ginger zing”.

www.blessedtea.com



• Coffee accessories business Beyond the Bean has branched into organic teas with the new eight-strong Cosy Teas range. Featuring varieties such as Fairtrade organic breakfast tea, Egyptian peppermint and organic Sencha green tea with lemon, the products have been packaged in a “knitting pattern” design. Jo Young of Beyond the Bean said the look was inspired by the recent renaissance in knitting. “We worked with local knitters to create patterns that fitted with our teas. You can even see who knitted the cosy design and which stitch was used by checking the side of the pack.”

sales@beyondthebean.com



• Chinese tea specialist Choi Time has introduced sleek new glass packaging with cork lids to show off its luxury products. The new canisters are reusable, so eco-conscious shoppers can keep them topped up using Choi Time’s refill packs. Choi Time founder Melissa Choi described the glass design as “a funky alternative to the traditional Chinese tea caddies which are still a staple”. She told FFD: “The new packaging was launched into retailers earlier this year. We’re currently in Harrods’ top best 30 sellers and also sell in Selfridges, Divertimenti, Pallant of Arundle and At Home amongst other leading delicatessen.” Trade prices are from £9.50, RRP from £18.00.

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• Hi Chung, a blend of Oolong tea and powdered ginseng, is among the latest additions to Newby Teas’ range of over 200 teas and infusions. “The sweetness of the ginseng blends perfectly with the floral tones of the premium oolong,” says Newby. “This tea has a flowery sweet aroma and smooth refreshing cup with a long sweet aftertaste.” Other newcomers include Chi Chi, described as “a fresh, fragrant Sencha green tea of high quality, harvested in spring”. “Sencha differs from most Chinese green tea in that it’s steamed rather than pan-fried to prevent oxidation of the leaves,” says Newby. “This means the tea has a fresher, more astringent, ricey taste.” The liquor has a clear, light yellow-greenish appearance, it says, with the delicate taste balanced by the mild astringency.

sales@newbyteas.com



• Hand-picked tea specialist Cup of Tea launched its organic matcha to the trade earlier this year. Matcha is traditionally made for the Japanese Tea Ceremony, with hand-picked leaves carefully stripped of their veins then ground into a super-fine powder using granite mills. It can take an hour to grind 30g of Matcha, so it is “very exclusive and very special” according to Cup of Tea. RRP is £29.80 for a 30g screw top tin, with a trade price of £14.90. Matcha can also be used in shakes and lattes, as an ingredient for pasta or omelettes or to make bright green cup cakes and rolls.

www.cupoftea.uk.com



ROLL UP, ROLL UP...

Here’s a great idea for customers who like to relax with a cuppa and a roll-up. Bristol-based Attic Tea has come up with a tobacco-style ‘tea pouch’ complete with roll-your-own tea bags. Six different varieties are available – white, green, scented, Oolong, black and Pu-erh – and the pouches are supplied in their shelf-ready boxes with point-of-sale menu cards and display units. Trade price is £3.85, RRP £5.95 per pouch.

www.attictea.co.uk