

DELUXE TEA CLUB

MAKE THE WORLD BETTER SIP BY SIP



WWW.DELUXETEA.CLUB

DELUXE TEA CLUB

MAKE THE WORLD BETTER SIP BY SIP

WWW.DELUXETEA.CLUB

CONTENTS

DELUXE TEA CLUB	03
GIVING BACK	05
GREEN	07
WHITE	09
OOLONG	10
BLACK	12
PU ERH	13
AYURVEDA & HERBAL	14
ROOIBOS	17
FRUIT	19

DELUXE TEA CLUB

03

MAKE THE WORLD BETTER SIP BY SIP



WWW.DELUXETEA.CLUB

The Deluxe Tea Club was created by a group of enthusiasts who want to enjoy the best tea from all tea producing countries. This simple premise was the motivation to found the Deluxe Tea Club. By following these simple principles, the Deluxe Tea Club has developed a unique position within the retail world specialising in premium teas.

The Deluxe Tea Club believes that quality has a price. However, the pleasure of drinking some of the world's finest teas is priceless. It is this mantra that drives the Deluxe Tea Club in its mission to find and source some of the best and most exclusive teas in the world.

We at the Deluxe Tea Club are committed to a sustainable and ecologically responsible tea industry. Therefore, every tea that the Deluxe

Tea Club sources is cultivated ethically, using exclusive production methods that reduce the environmental impact. We believe by following these guidelines it is possible to further enhance your tea experience.

We are also aware of our social responsibility. To this end, we donate 25% of our profits to a charity dedicated in improving the lives of tea workers and their families. By doing so we, along with you, the principled tea drinker, are improving the lives of many associated with the tea industry. We believe this to be our moral duty and are convinced you will support us in this campaign.

We at the Deluxe Tea Club wish you an enjoyable time discovering and trying our teas. Make the world better sip by sip.

GIVING BACK

05

MAKE THE WORLD BETTER SIP BY SIP



We at the Deluxe Tea Club care about tea. But we also care about those involved in the tea industry. Especially the tea pickers working hard to harvest your favourite beverage.

Life for a tea picker is hard. And, it can be especially difficult upon the tea estates of Sri Lanka. Back-breaking work in exchange for little pay and less perspective.

This lack of perspective, often fuelled by little or no education, has led to high levels of alcohol abuse and violence. 83% of tea estate women report domestic violence, 20% of which is sexual in nature. For many the frustration of everyday life has led to self-harm, and in extreme cases suicide.

The Deluxe Tea Club feels passionately about changing this. Therefore, with every product you purchase, the Deluxe Tea Club will

donate 25% of its profits to the Tea Leaf Trust. Quite simply, with every tea leaf you buy from the Deluxe Tea Club will be actively involved in helping provide support for the hard-working tea workers and their families. Your Deluxe Tea Club purchase will empower impoverished young people from the tea estates through education. In cooperation with the Tea Leaf Trust, you and your humble cup of tea will improve the life of a tea estate child and their chances of employment.

We want every person on the tea estates to realise they are valuable members of society. Together, we can help transform these communities into places of happiness and hope.

Make the world better sip by sip.

Green tea is a type of tea that is made from the *Camellia sinensis* leaves and buds that have not undergone the same withering and oxidation process.

Originating from China, its production and manufacture has spread to other countries in East Asia. Several varieties of green tea exist, which differ substantially based on the variety of tea used, growing conditions, horticultural

methods, production processing, and time of harvest.

The Deluxe Tea Club prides itself on the quality of our green teas. We invite you to try our green teas. We invite you to try our green teas. We are convinced that you - the tea connoisseur - will find our teas and infusions to your liking.



JADE SILK FIRST GRADE

This beautifully delicate tea is as fresh as spring itself. Only the two youngest leaves are plucked when cool dew is moistening them. This rarity has its elegant, pointy shape thanks to hand rolling.

Its vivid green colour is reflected in the cup, its enticing taste is tart yet fruity.

Jade Silk First Grade is 100% organic.



KABUSECH ASUKA

The Asuka 'flying bird' will make your spirit and taste buds soar. The leaves of this tea have a rich, dark-green colour. In the cup, dark-gold nuances shimmer through, while slightly nutty hints, a beautiful sweetness and a pleasant freshness give the Kabusecha Asuka a very versatile character when it comes to flavour.

Kabusecha Asuka is 100% organic.



MONKEY KING SUPERIOR

This tea grows on the foothills of the Huangshan Mountain. It embodies the perfect combination of exceptional quality and excellent flavour. Each leaf is processed individually with particular care. An exclusivity that one sees and tastes.

Light, flowery and aromatic at the same time, this rarity is an absolute delight.

Monkey King Superior is 100% organic.



The beauty of white tea is in its simplicity. It is neither rolled or oxidised resulting in a flavour which can be characterised as "lighter" than most green or traditional black teas.

In spite of its name, brewed white tea is pale yellow. Its name derives from the fine silvery-white hairs on the unopened buds of the tea

plant, which give the plant a whitish appearance.

It is harvested primarily in China, mostly in the Fujian province, but more recently produced in eastern Nepal, Taiwan, Thailand, Galle in southern Sri Lanka in addition to northeast India.



RUKERI WHITE HIGHLANDS

In Rwanda, Africa, the extremely rare Rukeri White Highlands is harvested against a backdrop of natural lakes and conservation areas. The tropical highland climate and the rich volcanic soil promote the growth of a tea that features an unimagined variety of flavours.

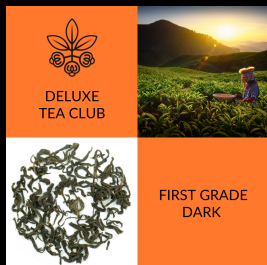
Rukeri White Highlands is 100% organic.

Oolong is a traditional semi-oxidised tea produced through a process including withering the plant under strong sun and oxidation before curling and twisting.

Most oolong teas, especially those of fine quality, involve unique tea plant cultivars that are exclusively used for particular varieties. It is especially popular in southern China in and Southeast Asia.

Different styles of oolong tea can vary in flavour. They can be sweet and fruity with honey aromas, or woody and thick with roasted aromas, or green and fresh with complex aromas, all depending on the horticulture and style of production.

Oolong tea is formed into long curly leaves or 'wrap-curled' into small beads, each a small tail.



FIRST GRADE DARK

At the southernmost tip of Korea, on the island of Jeju, the jewel of the nation is cultivated in a fabulously lush landscape. The dark-green, long leaves are shaped into a 'half-moon' giving them a gracious and elegant look.

First Grade Dark is 100% organic.



NANTOU GREEN JIN XIAN

This tea is characterised by its very loosely rolled leaf. The sweet, fresh flavour of this oolong only really comes out after the second or third infusion. In the cup it has a pale yellow colour.

Nantou Green Jin Xian is 100% organic.



FOUR SEASONS TIE GUAN YIN

As you might have guessed by the name, this tea is produced all year round. This unique tea is perfect for everyday enjoyment.

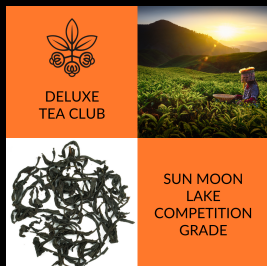
In terms of flavour, this very aromatic oolong has a faintly bitter note and a gentle aftertaste with its infusion being a yellow-orange in colour.

Four Seasons Tie Guan Yin is 100% organic.

Black tea is more oxidised than oolong, yellow, white and green teas. It is generally stronger in flavour than other teas.

The variety *Camellia sinensis assamica* is traditionally used for black tea. In China, the beverage is called 'red tea' due to the colour of the oxidised leaves when processed appropriately.

While other may lose their flavour within a year, black tea retains its strength for several years. For this reason it has long been popular within the tea trade. Indeed, during the 19th century compressed bricks of black tea served as a form of de facto currency in Mongolia, Tibet and Siberia.



SUN MOON LAKE COMPETITION GRADE

This tea comes from the tea gardens around Sun Moon Lake in Taiwan. The mild, aromatic tea gets its smoky aromas from being roasted as part of its production. This gives it an orange-golden, almost red colour in the cup.

It is one of the premium Taiwanese black teas.

Sun Moon Lake Competition Grade is 100% organic.



Pu erh is a variety of fermented tea traditionally produced in Yunnan Province, China. In the context of traditional Chinese tea production terminology, fermentation refers to microbial fermentation called 'wet piling' which is typically applied after the tea leaves have been sufficiently dried and rolled. As the tea undergoes controlled microbial fermentation, it also continues to oxidise, which is also

controlled, until the desired flavours are reached.

Two main styles of pu erh production exist: a traditional, longer production process known as *shēng* (raw) pu erh and a modern, more accelerated production process known as *shóu* (ripe) pu erh.



PU ERH MENGHAI FIVE YEARS

This loose pu erh owes its unique flavour of bitter chocolate, dried fruits and peaty molasses, to five years of ageing. For decades, the Menghai has been known for the finest pu erh enjoyment.

Once steeped, it produces a deep red-coloured cup.

Menghai Five Years is 100% organic.

The word ayurveda is Sanskrit for knowledge of life and longevity. It is system with historical roots in the Indian subcontinent. Ayurveda therapies have varied and evolved over more than two millennia. Classic ayurvedic texts begin with accounts of the transmission of medical knowledge from the gods to sages, and then to human physicians.

The Deluxe Tea Club's ayurvedic range are carefully crafted, caffeine-free herbal infusions that help to balance one's *doshas*. They aid in regulating an individual's *vata*, *pitta*, and *kapha doshas*, thus keeping the body in balance and harmony.



AYURVEDA RELAX

The classic amongst our ayurvedic infusions providing warmth and wellbeing.

Ayurveda Relax's ingredients include apple, cinnamon sticks, hibiscus, blackberry leaves, ginger, balm, liquorice root, orange peels, fennel, camomile, clove, black pepper, cardamon, St. John's wort and hop petals.

Ayurveda Relax is 100% organic.



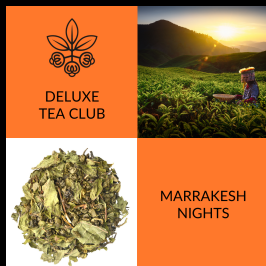


MOUNTAIN REVERIE

Owing to the presence of sage in this infusion Mountain Reverie is rich in anti-inflammatory and antioxidant compounds.

Mountain Reverie's ingredients include apple, balm, lime blossoms, elderberry, blue cornflower, lady's mantle herb, thyme, purple cornflower and sage.

Mountain Reverie is 100% organic.



MARRAKESH NIGHTS

Peppermint is known to be a muscle relaxant helping you relax amidst ongoing mental stress. If you are an insomniac, Marrakesh Nights is the perfect choice to improve the quality of your rest.

Marrakesh Nights' ingredients include green Chinese Gunpowder tea, peppermint and natural flavouring.

Marrakesh Nights is 100% organic.



BRASILIAN AFTERNOON

Owing to high lemongrass content, Brazilian Afternoon aids in an upset stomach and other ailments by protecting the stomach lining.

Brasilian Afternoon's ingredients include green *sencha* tea from China, dates (date, rice flour), lemon peels, lemongrass, figs (fig, rice flour), natural flavouring and mallow.

Brasilian Afternoon is 100% organic.

Rooibos meaning 'red bush' is a broom-like member of the plant family *Fabaceae* which grows in Cederberg, a small mountainous area in the region of the Western Cape province of South Africa.

The leaves are used to make an infusion that is called by the names: rooibos , especially in Southern Africa, bush tea, red tea, or redbush tea.

The tea has been popular in Southern Africa for generations. Recently however, rooibos has gained international popularity. The tea has a taste and colour somewhat similar to hibiscus tea, with more or less of an earthy flavour like yerba mate.

Generally, the leaves undergo the oxidation process similar to those in conventional tea production methods.



KALAHARI

This beautifully refreshing rooibos possesses a surprisingly tangy taste. It lifts the spirits and enhances vitality. Good either warm or cold, this versatile drink should be in your cupboard.

Kalahari's ingredients include natural rooibos, lemongrass, orange peels, natural flavouring and blue cornflower.

Kalahari is 100% organic.





MOMENTS OF PLEASURE

It's smooth, fruity flavour will help you relax at any time of the day and can be enjoyed both warm and ice cold in summer.

Moments of Pleasure's ingredients include natural rooibos, dates (date, rice flour), grape (grape, vegetable oil), ginger, natural flavouring, mango pieces, fig (fig, rice flour), peppermint, papaya, mango, bourbon and vanilla.

Moments of Pleasure is 100% organic.

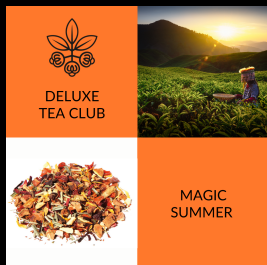
Fruit infusions grew in popularity as in times of crisis meant that local fruits were used for infusion drinks rather than tea or coffee.

With fruit infusion there are gradations in the degree of crushing of the fruits and herbs used. Coarse cutting refers to parts of the fruit cut to a size of 2 to 15 mm with a fine cut being between 0.2 and 2 mm in size. Certain

ingredients such as fennel seeds or juniper berries are not cut owing to their small size.

The cut size has basically no influence on the taste and aroma of the fruit infusion. While 'loose tea' is offered in a coarse cut, infusion bags are usually made with finely chopped fruit.

Fruit teas are suitable for meeting daily fluid requirement with a low calorie intake.



MAGIC SUMMER

This exquisitely balanced drink will bring back pleasant memories of summers past, and help inspire your summers plans in the future.

Magic Summer's ingredients include lemongrass, natural rooibos, apple, hibiscus, banana (banana, coconut oil, cane sugar, honey), spearmint, orange peels, rose hip, marigold and strawberry.

Magic Summer is 100% organic.



POMEGRANATE MANGO

Like a Caribbean holiday in a cup! Deluxe Tea's Pomegranate Mango melange lifts the spirits like a tropical breeze.

Pomegranate Mango's ingredients include apple, hibiscus, lemongrass, natural rooibos, grape (grape, vegetable oil), rose hip, natural flavouring, marigold, pomegranate, rose petals and mango. Pomegranate Mango is 100% organic.



PASSION QUEEN

An infusion full of life! Passion Queen's citrus notes and more subdued tones of mango and passion fruit compliment each other perfectly for the ultimate drinking pleasure.

Passion Queen's ingredients include apple, orange peels, rose hip, lemongrass, hibiscus, mango pieces, natural flavouring and passion fruit.

Passion Queen is 100% organic.

DELUXE TEA CLUB

We at the Deluxe Tea Club hope you have enjoyed perusing our product range. We would be delighted if you are able to support us in our quest to help those working in the tea industry. By supporting us you will not only be improving the life chances of those involved within the tea community, but will also be receiving some of the best teas and infusions in the world. Additionally, you will be safe in the knowledge that your purchase is produced in an environmentally friendly manner.

We look forward to you, the tea connoisseur, joining us as a member of the Deluxe Tea Club. Together, we can make the world better, sip by sip.



DELUXE TEA CLUB

MAKE THE WORLD BETTER SIP BY SIP

WWW.DELUXETEA.CLUB

DELUXE TEA CLUB

MAKE THE WORLD BETTER SIP BY SIP



WWW.DELUXETEA.CLUB