



SAMARA PROMOTION

Time for Tea?

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Lately, tea has shaken off its old soggy-teabag image and stepped proudly into the inner circle of its gourmet cousins: coffee, chocolate and cheese. In fact, tea is now officially the new wine!

So, best become an authority on the subject for your next dinner party with the following facts:

All tea – whether white, green, oolong or black – comes from the *Camellia Sinensis* plant.

The differences are largely in the cultivation and processing.

Strictly speaking, herbal teas do not contain tea at all, but are infusions made from various botanicals. They can be called herbal tisanes or herbal infusions.

Buddhist nuns and monks have drunk tea since ancient times to maintain a state of 'mindful alertness' during meditation.

L-theanine, found only in the leaves of the *Camellia Sinensis* (Tea) plant, boosts alpha wave activity in the brain.

Increased alpha wave activity in the brain induced by L-theanine has been associated with increased creativity, increased performance under stress, and improved learning and concentration, as well as decreased anxiety.

The prized beverage began to gain popularity in Europe, having been imported by the Dutch in the 16th Century.

Catherine Braganza of Portugal can take much credit for introducing tea drinking culture to the English in the 17th Century, when she married Charles II King of England. Her tea-drinking practices became the height of fashion amongst the aristocracy!

The teabag was an 'accidental' innovation of the early 20th Century. A New York merchant, wanting to save on packaging costs of tin boxes, put samples of tea in silk pouches. Confused clients steeped the tea - pouches-and-all, and were enticed by the convenience.

Fresh full leaf tea is not only as convenient to prepare as teabags, but is the best way to get all the goodness and flavour tea has to offer!

Tea&Sympathy is a new, independent specialty leaf tea seller, committed to serving the needs of tea junkies and responsible tea drinkers alike.

We have a carefully handpicked range, and encourage adventurousness in tea drinking as a way to discover the wonderful world of tea. We are always available to help you make your selection.

Order online at teaandsympathy.com.au or directly by phone or email. Orders can be shipped anywhere in Australia or collected from *Tea&Sympathy* in Melbourne.

