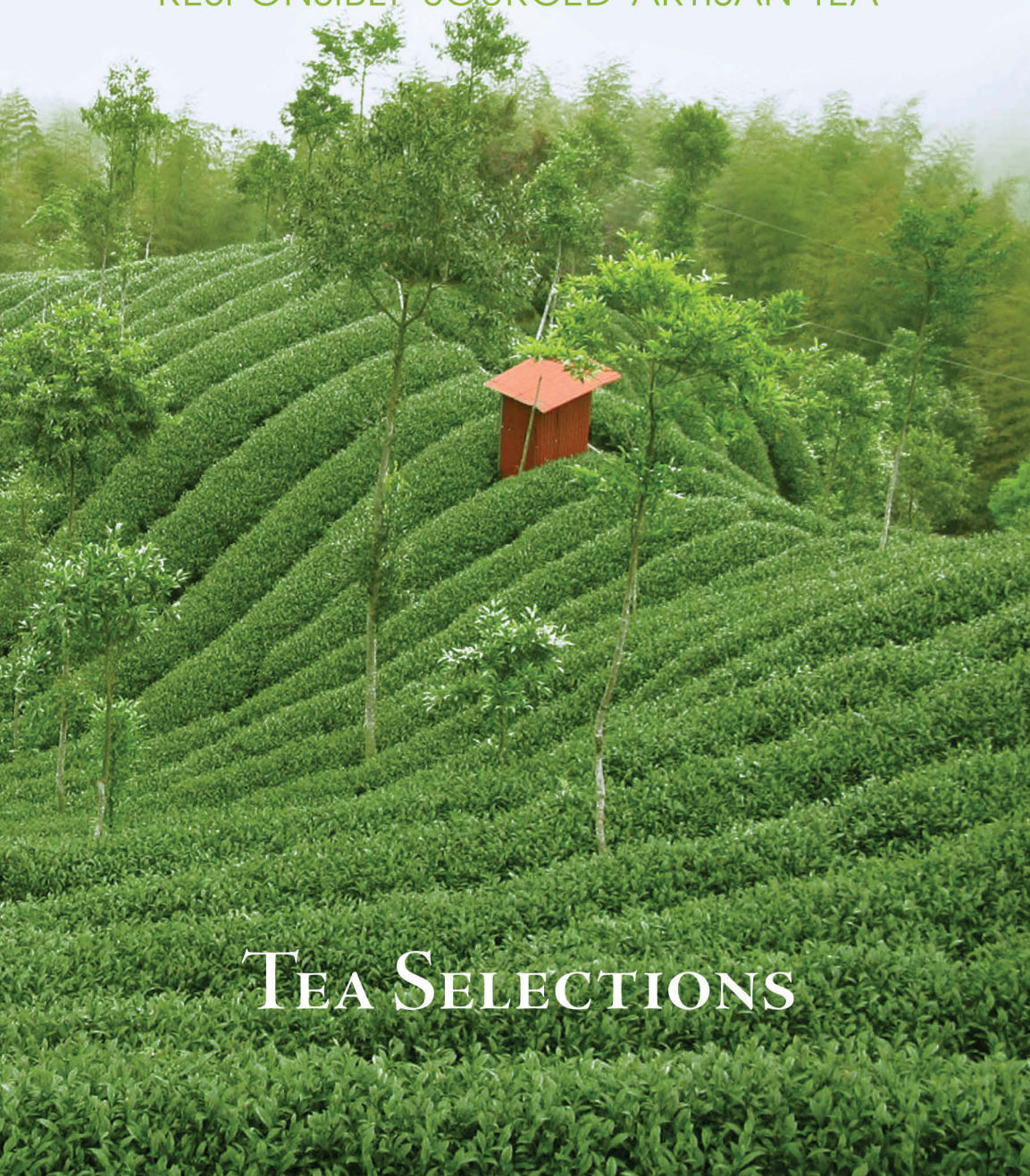


# eco<sup>leaf</sup>cha

RESPONSIBLY SOURCED ARTISAN TEA



## TEA SELECTIONS





Our teas are direct from family run  
tea gardens in Taiwan.

Based at the source, we select small batches of fine  
teas, crafted by farmers dedicated to their trade.

eco<sup>leaf</sup>cha  
RESPONSIBLY SOURCED ARTISAN TEA



Responsible farming and expertise in tea cultivation define the sources we know and trust. We are committed to bringing you not only the best tasting tea, but the best tasting tea from the most responsible farmers.

## ECO-CHA TEA

While all of the three main types of tea - Green, Oolong and Black Tea are produced in Taiwan, it is most famous for its Oolong Tea. Perhaps because Oolong entails the most intricate processing methods, this tea type has been developed to new levels of refinement and quality in Taiwan that are unprecedented worldwide.

Eco-Cha primarily sources Oolong Tea, but also procures the highest quality Black Tea.

## ECO-CHA SOURCES

Our teas come from farmers whom we know personally and visit regularly.

We have known our core sources for many years, although we are always eager to discover unknown gardens with unique attributes. We communicate with these artisans of tea on an ongoing basis in our commitment to fully understand all aspects of tea production.

We have spent many nights over many years in tea factories, observing and assisting in the traditional as well as modern processing of that day's harvest.

## UNIQUE BATCH

All of our teas are from a single day's harvest, and hence unique. However, we source most types of tea on a seasonal basis. Standard tea types vary from season to season, batch to batch - with unique singular harvests that we discover along the way.



# ABOUT OUR TEA

We currently offer different varieties of tea in four general categories, unroasted, lightly roasted and heavily roasted oolong tea and black tea. We wanted to reflect these differences in our packaging, so we chose a color spectrum that represents the color of the brewed tea.



## UNROASTED

Unroasted tea does not undergo post-production “curing” of the leaves. Traditionally, Oolong Tea leaves are often roasted or baked at low temperature for long intervals. However, “Fresh” or “Green” Oolongs are left unroasted to maintain the naturally occurring aromatic oils in the leaf.



## LIGHTLY ROASTED

Tea Lightly Roasted tea has undergone 1-2 intervals of being baked for several hours at low temperature. This transforms the character of the tea from fresh green to a mellowed, more full-bodied brew. Post production roasting also increases the shelf life of the tea leaves.



## HEAVILY ROASTED

Tea Heavily Roasted tea has undergone multiple intervals of being baked for several hours at low temperature. Often, the artisan will increase the heat in the final hours of roasting to ensure a fully balanced roasted flavor. Heavily roasted tea delivers a distinctly hearty, bold character that can endure multiple brews.



## BLACK TEA

Taiwan produces Artisan Black Tea that is in a category of its own. Using various cultivars of Taiwan tea leaves, tea makers have innovated methods that meet the quality standards of Oolong Tea production in Taiwan. Black tea is fully oxidized and does not undergo any post production roasting. This results in a sun-dried fruit quality in the flavor of the tea to accent the rich, bold, black tea character.





# WHAT IS “ECO” ABOUT ECO-CHA

## SOURCE DIRECT

No intermediary retailing, shipping, storage, etc.



No extraneous resources are being used to bring you tea direct from the farm.

## SMALL SCALE

Family operated, smaller farms, responsible farming methods  
- including organic.



Small scale production allows for specialty standards of quality control. These farmers have the most investment and concern for their land and their produce.

## TRADITION

Artisan tea makers are by definition more sustainable in their production methods as well as their product - a traditionally crafted premium tea.



Family-run farms who employ traditional hand-processed methods have less environmental impact and are maintaining their product value by producing gourmet quality tea.

By following our guidelines for what defines artisan tea, Eco-Cha is in effect adhering to eco-friendly business practices. Small scale production from family run farms using traditional methods of tea production is significantly more sustainable than recently developed large scale tea farming and trade. By comprehensively representing the farmers who adhere to their inherited artisan tradition, we are maintaining a sustainable agricultural and business ethic.

Eco-Cha connects conscious consumer demand with traditional artisan tea practices to support both sides of a sustainable trend. We are dedicated to preserving this niche industry by representing it clearly and providing the consumer with responsibly sourced premium tea. Conversely, we are here on the ground to inform the family-run tea farms who still embody traditional methods of production that their specialty product is in higher demand than ever, and that they need to maintain their tradition, rather than transform it.

We support and promote a style of tea production that is being transformed and even replaced by more standardized large scale production methods. Taiwan tea is cutting edge in the industry because it has integrated scientific agricultural research and innovation into a family tradition level of tea production. However, if the transmission of artisan tea making is phased out by standardized production methods influenced by fleeting trends of marketing to create consumer demand, the industry will become less specialized and hence less sustainable.

ECO-CHA SUPPORTS THE ARTISAN TEA INDUSTRY IN TAIWAN.





#### TASTING NOTES

*Flowery, Fresh Herbal Tones,  
Full, balanced, fresh floral/green flavor.  
Lingering, fragrant finish.*

## DA YU LING HIGH MOUNTAIN OOLONG TEA



## 大禹嶺高山茶

### UNROASTED TAIWAN OOLONG TEA

*Hand picked in small batches from  
Da Yu Ling, Taichung - 2300m*

## GARDEN

This is a newly developed farm in Taiwan's prime tea growing region. The tea plants are just coming of age at 5 years of growth out of virgin forest soil in an environment that is ideal for High Mountain Oolong cultivation.



The highest elevation tea growing regions are where the epitome of this type of tea is produced. The ideal climate conditions offered by this elevation range combined with the methods of tea cultivation that have been developed are considered to be the main factors that have gained this category of tea its fame.

The place names of Li Shan and Da Yu Ling are unsurpassed for prime Taiwan High Mountain Oolong, and we feel privileged to be able to share this tea, which has become recognised as some of the best in the world.

## TASTING NOTES

This most exclusive High Mountain Oolong produced in Taiwan is renowned for its fragrant aroma and lingering aftertaste. Its unique character is comprised of a freshness and complexity of fragrance and a substantial flavor that has captivated tea lovers around the globe.



The subtleties of aroma are derived from newly grown leaves of the Green Heart Oolong (清心烏龍) cultivar grown at an elevation that provides optimal climate conditions for this plant. The slower growth at high elevation provides substance to the tender new growth, which in turn gives premium Taiwan High Mountain tea its claim to fame. It is in a class of its own due to its smooth, clean - yet complex flavor followed by a heady lingering aftertaste.

## THE STORY OF THIS TEA

This Da Yu Ling Oolong ranks definitively within the category of Taiwan's finest High Mountain Oolong.



*"This most exclusive High Mountain Oolong produced in Taiwan is renowned for its fragrant aroma and lingering aftertaste."*





This batch of tea was procured through a friend whom we've known for almost 20 years. He grew up on a tea farm in Lu Gu and is now a professional tea judge and specialty tea merchant. Over the last several years, we have gained particular respect for his discernment of quality tea and tenacity in sourcing it. He has been a valuable teacher in this respect, sharing his knowledge and experience as well as his tea with us.

He reserves batches of tea and has them specially processed as per his request from farmers he chooses carefully and with whom he builds working relationships. Without this kind of history of connections in the local industry, it is quite difficult to source this level of exclusive quality. Being a consistent customer with discriminating taste, the farmer contacts him on a given day when weather conditions are favorable for harvesting. He then gives the go-ahead to purchase the day's harvest if it is processed to his specifications. These requirements are mainly in relation to the amount of oxidation that the leaves undergo, and other detailed guidelines that will produce the character of tea that he seeks. The producer and the buyer share their tea making experience and mutually agree on the methods to be employed.

In this way, the buyer is not dependent on what is produced in a given season with-

out actively participating in the production. Rather than shopping around among sources that lack the reliability of a working relationship, the buyer can refer to previous batches of tea that he has procured and fine tune the processing methods based on previous results. This is crucial when it comes to procuring the finest High Mountain Oolong Tea in the world. Virgin tea farms at the highest range of elevation that are cultivated by farmers who are sought after by other artisans with perhaps more experience in tea cultivation brings the quality of production to a premium. This is the cutting edge of the High Mountain Oolong Tea industry and the circumstance in which this tea was procured.

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 4-5 grams of tea /16 oz boiling temp. water
- ☞ steep 3-4 minutes

### COLD BREW:

- ☞ 5-6 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method





#### TASTING NOTES

*Herbal, Flowery Tones,  
Green, Leafy Flavor,  
Refreshing, Flowery Finish.*



TSUI YU JADE  
OOLONG TEA



翠玉烏龍茶  
台茶13號

UNROASTED  
TAIWAN OOLONG TEA

*Song Bo Lin, Nantou - 400m*

## GARDEN

This artisan consistently achieves high ratings in virtually every oolong tea competition in Taiwan, including the largest oolong tea competition in the world. He employs farming methods that use no chemical fertilizers or weed killers, and only minimal pesticides.



## TASTING NOTES

Upon first brew, there are distinct aromatic notes of pungent fresh herbs with subtle hints of flowery sweetness. This Tsui Yu has a dark green leafy vegetal character base with herbaceous overtones and a refreshing floral, dry finish. This selection makes an especially flavorful cold brew tea.



## THE STORY OF THIS TEA

Tsui Yu Jade Oolong is a hybrid that was registered at the Taiwan Tea Research Extension Station (TRES) in 1981. It was designed for making oolong teas, and is capable of variable oxidation levels. It is known for its flowery aroma which takes on a fruity character if the leaves are roasted post production.

This batch of tea leaves comes from the most active tea maker and merchant we know. This man enters virtually every oolong tea competition in Taiwan, including the largest and most prestigious oolong tea competition in the world. He consistently achieves high ratings in all of these competitions. In fact, when we picked up this batch from his home, he brewed a sample of tea that won him first prize in at the Nantou County Jin Xuan Oolong competition of 2,400 entries. This is a region that is comprised of some the best tea makers in the world, and he placed first. He is a highly motivated, intelligent and progressive individual - making him an exemplary figure in his field.

In the last few years, he has formed a cooperative with neighboring farmer friends who share his standards of cultivation and processing. This is in order to collectively produce a significant enough volume to be able to compete with the larger scale production of tea in the area, while maintaining the

*"Tsui Yu Jade Oolong is a  
hybrid that was registered at  
the Taiwan Tea Research  
Extension Station  
(TRES) in 1981"*



quality control standards of small, privately-run farms.

This co-op of farmers employs farming methods that use no chemical fertilizers or weed killers, and only a minimal amount of water soluble pesticides are administered at the beginning of the growing season. The tea leaves are randomly tested for trace chemical residue, and this team of farmers share their expertise in continually developing methods for cultivating quality tea.

This batch of tea was grown at 400m elevation where the farms are on relatively flat ground, allowing for machine-cut harvesting. The machine that is used for harvesting is a hand-held type of hedge clipper designed to be wielded by two people, one on each side of the row of tea bushes. A vacuum attachment collects the harvested leaves in a cloth bag. While machine harvesting results in a portion of the leaves and stems being cut, this expedient method allows for timely harvest in the late morning hours that ensures the outdoor oxidation step in processing the leaves is done at noon - the ideal time for the initial wilting phase of the leaves. While hand picking maintains the integrity of the tea leaves, it is far more time consuming and must be started in the early morning hours, but not until the dew on the leaves has evaporated. Machine harvesting provides more control over these daily conditions simply because it is faster.

The amount of leaves harvested on a typical day from this farm makes about 550 pounds of dried tea leaves. This is about double that of our small batch teas and about half the amount that large farms harvest, so we use the term “medium batch” in reference to this quantity.

*“This artisan consistently achieves high ratings in virtually every oolong tea competition in Taiwan.”*

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 6-7 grams of tea / .5L boiling temp. water
- ☞ steep 3-5 minutes

### COLD BREW:

- ☞ 5-6 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method





#### TASTING NOTES

*Buttery, Vegetal Tones,  
Nutty, Savory Flavor,  
Balanced, Dry Finish.*



JIN XUAN  
OOLONG TEA



金萱烏龍茶  
台茶12號

UNROASTED  
TAIWAN OOLONG TEA

*Song Bo Lin, Nantou - 400m*

## GARDEN

This batch of tea was made by an artisan who won first prize in this year's Nantou County Jin Xuan Oolong Tea Competition of 2,400 entries, and Nantou is home to the best oolong tea makers in the world. The tea he produces is, in a word, exemplary.



## TASTING NOTES

This selection of Jin Xuan has the classic buttery notes of a Jin Xuan Oolong with underlying sweet vegetal and woody qualities. The flavor is buttery, nutty, and savory - balanced by the smooth astringent "original Oolong" qualities that offer a clean, fragrant finish.



## THE STORY OF THIS TEA

This batch of tea leaves come from the most active tea maker and merchant we know. This man enters virtually every Oolong Tea competition in Taiwan, including the largest and most prestigious Oolong Tea competition in the world. He consistently achieves high ratings in all of these competitions. In fact, when we picked up this batch, he brewed a sample of another batch of this same type of tea that won first prize in the Nantou County Jin Xuan Oolong competition of 2,400 entries. This is a region that is comprised of some the best tea makers in the world, and he placed first. He is a highly motivated, intelligent and progressive individual - making him an exemplary figure in his field.

In the last few years, he has formed a cooperative with his neighboring farmer friends who share the same high standards of cultivation and processing. This is in order to collectively produce a significant enough



*"This artisan won first prize in this year's Nantou County Jin Xuan Oolong Tea Competition of 2,400 entries."*





volume to be able to compete with larger scale productions of tea in this region, while maintaining the quality control standards of small, privately-run farms. Wholesale dealers of tea typically buy tea from large scale producers in quantities of thousands of pounds per harvest. This co-op of farmers employs farming methods that use no chemical fertilizers or weed killers, and only a minimal amount of water soluble pesticides are administered at the beginning of the growing season. The tea leaves are randomly tested for trace chemical residue, and this team of farmers share their expertise in continually developing the most effective methods for cultivating quality tea.

Jin Xuan Oolong is a hybrid cultivar produced by the government subsidized Tea Research Extension Station (TRES) in Taiwan. It was designed to possess a stronger immunity to naturally occurring “pests” in the regional climate of Taiwan while producing a somewhat larger leaf that increases yield. It is known for its buttery or milk flavor qualities and has a milder astringency and smoother texture. This batch of tea was grown at 400m elevation where the farms are on relatively flat ground, allowing for machine-cut harvesting. The machine that is used for harvesting is a hand-held type of hedge clipper designed to be wielded by two people, one on each side of the row of tea bushes. A vacuum attachment collects the harvested leaves in a cloth bag.

While machine harvesting results in a portion of the leaves and stems being cut, this expedient method allows for timely harvest in the late morning hours that ensures the outdoor oxidation step in processing the leaves is done at noon - the ideal time for the initial wilting phase of the leaves. While hand picking maintains the integrity of the tea leaves, it is far more time consuming and must be started in the early morning hours, but not until the dew on the leaves has evaporated. Machine harvesting provides more control over these daily conditions simply because it is faster.

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 6-7 grams of tea / .5L boiling temp. water
- ☞ steep 4-5 minutes

### COLD BREW:

- ☞ 5-6 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method



## ORGANIC HIGH MOUNTAIN OOLONG TEA



合歡山 有機高山  
烏龍茶

UNROASTED  
TAIWAN OOLONG TEA

Hand picked in small batches  
from He Huan Shan,  
Nantou - 1500m



### TASTING NOTES

*Balanced, Herbal Tones,  
Subtle, Fresh Green Flavor,  
Substantial Brew.*



## GARDEN

This farmer has personally developed holistic, sustainable methods that allow his tea plants to thrive. This tea garden on He Huan Mountain is an unprecedented prototype of natural tea cultivation in Taiwan, and we are proud and privileged to represent it.



## TASTING NOTES

The unroasted leaves from this farm produce a fresh, clean, silky smooth brew with qualities that are akin to the tea grown in its neighboring Lishan area.



The flavor and aroma are subtle and well balanced. There is a viscosity to the texture, and a floral aroma that lingers after drinking while leaving the palate clean and refreshed with a slightly sweet aftertaste. This spring tea has a subtle flowery bouquet over a fresh green vegetal flavor. The balance of sweet and astringent qualities give it a distinctly stimulating effect that exudes through the sinuses.

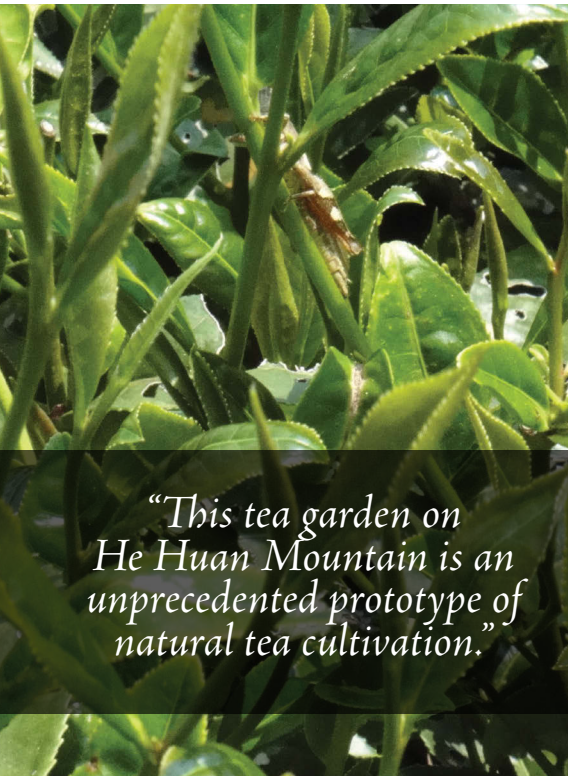
The brewed tea leaves are noticeably thicker and more substantial than conventionally grown tea in similar environs. The refreshing and invigorating effect of this tea is also more robust.

These organically cultivated leaves have more brewing capacity as well, perhaps double that of their conventionally grown neighbors. We see this as testimony to the beneficial effects of organic farming methods.

## THE STORY OF THIS TEA

Discovering this farm was a pivotal event in our exploration of organic tea farming on Taiwan. We had previously visited other

*"This tea garden on  
He Huan Mountain is an  
unprecedented prototype of  
natural tea cultivation."*





certified organic farms and many variations of “transitional” tea gardens, but this one stands alone in its fully developed naturally thriving state. The owner of this farm has pioneered the profession of organic high elevation tea farming in Taiwan. The land was purchased 26 years ago and developed from its pristine state by its current owner.

During a period of agricultural development in Taiwan when chemical products were highly promoted and hence overused, this farmer never used weed killer products on his land. In addition, from the time the farm was established he applied only minimal amounts of chemical fertilizers and pesticides. This is why the farm was able to obtain organic certification in 1999 within a mere 5 years of becoming transitional, i.e. ceasing to use chemical products of any kind.

Unlike many other certified organic farms, this farmer has personally researched and employed holistic, sustainable methods of cultivating an eco-system of flora and fauna to allow his tea plants to thrive. The organic certification is from the strictest standard in Taiwan (慈心有機驗證). This tea garden is now a prototype of low-impact natural tea cultivation, and we are proud and privileged to promote it as a leader in this trend. It is located on He Huan Mountain in Nantou County at 1500 m elevation above a large reservoir - providing a natural climate control

system of daily fog rising up from the body of water below, bringing moisture and cooler temperatures.

*“The owner of this farm is a pioneer in the profession of organic high elevation tea farming in Taiwan.”*

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 6-7 grams of tea / .5L boiling temp. water
- ☞ steep 4-5 minutes

### COLD BREW:

- ☞ 5-6 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method



## SHAN LIN XI HIGH MOUNTAIN OOLONG TEA



衫林溪高山  
烏龍茶

UNROASTED  
TAIWAN OOLONG TEA

*Hand picked in small batches  
from Shan Lin Xi,  
Nantou - 1600m*



### TASTING NOTES

*Fruity, Foresty Tones,  
Full, Flowery Flavor,  
Clean, Sweet Finish.*



## GARDEN

This farm is managed by a husband and wife team who transformed their plot of virgin high mountain bamboo forest into a tea garden just ten years ago. They produce approximately 300 pounds of tea from a typical day's spring harvest, compared to 1000 pounds a day from larger productions in the area.



## TASTING NOTES

One of the prominent qualities of Taiwanese high mountain oolong is the fragrance that exudes from the freshly brewed leaves. Especially after the first and second brews, hold the un-lidded teapot near your nose and inhale slowly to experience the volatile aromatic oils that are being released from the freshly moistened leaves. From there you can enjoy the evolving aroma of each successive brew. The fragrance is the most intriguing and subtle quality of a fine tea.



This batch is especially full flavored for a high mountain tea - which is typically a minimally oxidized tea with no post production roasting. Knowing what we prefer, this artisan allowed the leaves from a single day's harvest to oxidize a bit more than the standard. This results in a less green, more complex aroma and flavor.

This tea is reminiscent of pears with flowery notes and a hint of pine in the nose. It is an extraordinary high mountain tea from the Shan Lin Xi area.

*"This tea garden is at 1,600 meters elevation in one of the largest and most popular regions of Taiwan for producing top quality high mountain oolong tea.."*



## THE STORY OF THIS TEA

After a rainy spell at the beginning of harvest season, there were a few days of clear weather in late April and early May that were ideal for harvesting this year. As tea leaves need to be picked when the weather is clear in order to make quality oolong tea, this is an essential point. While, this batch of tea was allowed to oxidize a bit more than the norm for high mountain tea, the farmer insisted that it was the prime weather conditions that gave this batch of tea its specially fragrant and flowery/fruity quality that distinguishes it from the standard green herbal/vegetal quality of high mountain tea.

These leaves were cultivated by the same artisan who produced our Shan Lin Xi High Mountain Concubine Oolong from his own private garden. It is a relatively small farm, managed by a husband and wife team who transformed their plot of virgin high mountain bamboo forest into a tea garden just ten years ago.

Currently in its prime age, the tea garden is at 1,600 meters elevation in one of the largest and most popular regions of Taiwan for producing top quality high mountain oolong tea. This couple manages their farm by themselves, using only natural fertilizers, zero weed killers, and only a minimal amount of water soluble pesticides early in the growing season.

*“This batch is especially full flavored for a high mountain tea - which is typically a minimally oxidized tea with no post production roasting.”*

## BREWING TIPS



This tea is best brewed Gong Fu style with short brewing intervals.

### SINGLE MUG BREW:

- ☞ 1 Tbsp of tea /5.L boiling temp. water
- ☞ steep 3-4 minutes

### COLD BREW:

- ☞ 1 Tbsp of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method



SHAN LIN XI  
HIGH MOUNTAIN  
CONCUBINE OOLONG TEA



衫林溪高山貴妃  
烏龍茶

**LIGHTLY ROASTED  
TAIWAN OOLONG TEA**

*Limited Edition, Single Harvest.  
Hand picked in small batches from  
Shan Lin Xi, Nantou - 1600m*

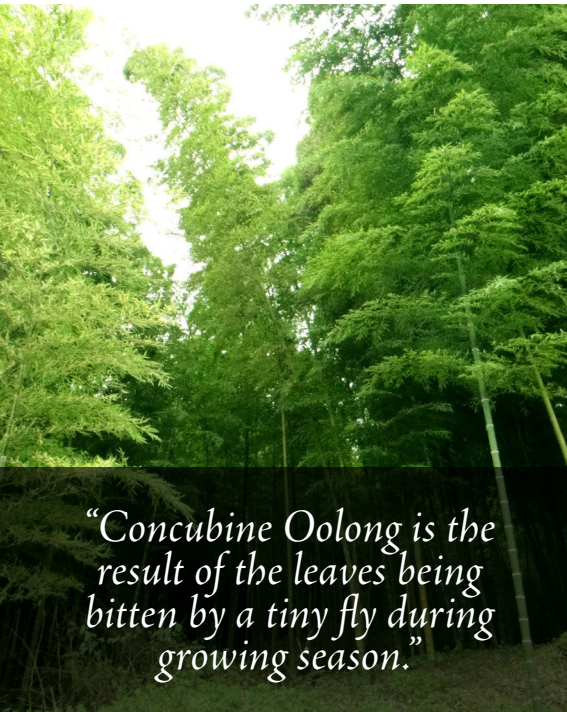


*Complex, Heady, Honey Tones,  
Hearty, Bold, Dried Fruit Flavor,  
Substantial Brew.*



## GARDEN:

These leaves were cultivated by the same artisan who produced our Shan Lin Xi High Mountain Oolong. It's a relatively small farm, managed by a husband and wife team who transformed their plot of virgin high mountain bamboo forest into a tea garden just ten years ago.



*"Concubine Oolong is the result of the leaves being bitten by a tiny fly during growing season."*

## TASTING NOTES

The most commonly noted flavor of Concubine Oolong is a honey-like quality. This batch of tea has this quality - in the sense that, like some wild honey, it has an amazing floral bouquet over a sweet flavor on the palate. This is balanced by substantial astringency to give it a clean, bright finish. The brewed tea has a viscous consistency that carries a bold character.



This type of tea is also known for its brewing power. Less leaves can be used than the standard amount to brew a high mountain tea. It will brew a strong cup that should be monitored to not over brew, and it also will yield considerably more brews than a normal oolong.

## THE STORY OF THIS TEA

An elusive type of tea that varies with each batch made, from season to season – depending on the presence of a small insect. Concubine Oolong is the result of the leaves being bitten by a tiny fly during growing season. This instigates an immune system response in the plant, resulting in a unique flavor. Normally, this bug is deterred by the regulated use of a water soluble pesticide sprayed on the plants early in the growing season. More and more, farmers are



allowing their plants to go unsprayed at least one season in the year. Typically this is done in summer, the most prolific season for the insect that is responsible for the production of Concubine tea.

Produced in Northern Taiwan a more common name for “bug bitten” tea is Oriental Beauty (Dong Fang Mei Ren). Oriental Beauty is made from a different oolong varietal than the green heart oolong that is cultivated for high mountain tea in Central Taiwan. Concubine also differs from Oriental Beauty in that the Concubine leaves are tightly rolled in the manner of a Taiwan Oolong, rather than the traditional mainland China method of curled, open leaves. Tight rolling is a Taiwanese innovation that protects and preserves the tea.

Our tea mentors happened upon this batch of tea while tasting a farmer friend’s Shan Lin Xi high mountain spring tea. The farmer mentioned in passing that he had a batch of tea from the winter prior’s harvest that had been affected by this bug due to an oversight in not spraying a small section of his self-run farm. It is very rare to find winter tea produced in this fashion from a high elevation farm.

These leaves were cultivated by the same artisan who produced our Shan Lin Xi High Mountain Oolong from his own private garden. It is a relatively small farm, managed

by a husband and wife team who transformed their plot of virgin high mountain bamboo forest into a tea garden just ten years ago. Currently in its prime age, the tea garden is at 1,600 meters elevation in one of the largest and most popular regions of Taiwan for producing top quality high mountain oolong tea. This couple manages their farm by themselves, using only natural fertilizers, zero weed killers, and only a minimal amount of water soluble pesticides early in the growing season. They produce approximately 300 pounds of tea from a typical day’s spring harvest, compared to 1000 pounds a day from larger productions in the area.

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 4-5 grams of tea /16 oz boiling temp. water
- ☞ steep 3-4 minutes

### COLD BREW:

- ☞ 3 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method



## DONG DING OOLONG TEA



### 凍頂烏龍茶

#### HEAVILY ROASTED TAIWAN OOLONG TEA

*Hand picked in small batches from  
Yong Long, Nantou - 750m*



#### TASTING NOTES

*Chicory, Chestnut Tones,  
Bold, Toasted, Nutty Flavor.  
Complex Finish.*



## GARDEN

This batch of tea comes from Yong Long Village, just above Dong Ding Mountain. Yong Long is known for a rich red soil which differs from other locales in Lu Gu Township. The unique flavor of the Dong Ding Oolong produced here is attributed to this soil quality, along with the fact this region is home to the most concentrated population of the most skilled oolong tea artisans in Taiwan.



## TASTING NOTES

Traditional Dong Ding Oolong is a medium oxidized, heavily roasted tea with a hearty, complex, and robust character.



The initial steeping brings forth the prominent roasty aroma with notes of chicory and chestnuts. On the palate, the roasted character continues with more complex nutty flavors, hints of dried fruit, and root vegetables.

This rich, dark brew, with balanced bitter and sweet qualities is our prime candidate selection as a coffee alternative, due to its roasted character and bold flavor.

This is a fine example of an extra robust, heavily roasted traditionally made Dong Ding Oolong tea.

## THE STORY OF THIS TEA

This tea was cultivated and processed by a senior member of the board of tea judges in the Lu Gu Farmers' Association Tea Competition - the largest and most prestigious oolong tea competition in the world.

We feel privileged to have procured this batch of tea, as it was the result of a chance occurrence, where we just happened to be the right place at the right time. It was prepared to be entered into a local competition for traditionally made Oolong Tea. These two villages are the home and heart of traditional Oolong Tea in Taiwan. However, this year the number of entries were too few to warrant the production of the competition, so it was cancelled. This is testimony to the waning population of traditional Oolong Tea artisans who take pride in their skill and heritage. Hence, this tea - which was meant for competition, was made available for sale.

Competition grade tea is the artisan's choice to represent his best tea of the season. This tea was carefully prepared by hand-removing the stems from the most eligible batch produced from this farmer's spring harvest. The stem removal, along with repeated post-production roasting (a total of 30 hours or more) of the tea leaves is testimony to the labor intensive process of traditional tea making. We are proud to represent this artisan tea from a farmer who we consider



to be an exemplary figure in the 21st century tea industry.

This farm consists of tea trees planted 11 years ago, after the farm was left fallow for several years followed by turning the earth over a meter deep and mixing it with crushed seashells and natural compost to balance the ph and re-nutryfy the soil. It is now a visibly healthy and flourishing grove of tea that is cultivated without the use of chemical weed killers or fertilizers, and only minimal water soluble pesticides that are approved by the Taiwan government subsidized Tea Research Extension Station (TRES). The soil was inspected many years ago and the harvested leaves are tested annually. The proprietor of this farm is committed to keeping his family heritage alive as artisan tea makers by acknowledging the lessons learned by his father and being more responsible in his farming methods. The tea leaves are processed in their own factory at home - a traditional 3-sided farmhouse that is just a few minutes stroll away from their tea garden.

Eco-Cha team-member and tea sourcer - Andy Kincart, happened to make a spontaneous visit to this home just moments after a substantial earthquake that caused considerable damage in the area. He had known this farmer for many years on a friendly basis but had never procured tea from him. Andy was actually on his way to

another farmer's house, but by taking a wrong turn down one of the small winding streets in this farming village, he pulled into a familiar courtyard of a traditional style home that he hadn't visited in years. The coincidence of arriving at this home by accident, immediately following a major quake, and being served a tea that was prepared for a local competition that did not take place was indeed serendipitous. Our friendship with this farmer has grown through this event, and Andy has greatly appreciated his discussions on current trends in the local tea industry on the visits that have followed since, as the artisan jokingly commented, "the earthquake knocked him into their home".

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 4-5 grams of tea /16 oz boiling temp. water
- ☞ steep 3-4 minutes

### COLD BREW:

- ☞ 5-6 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/6 or less capacity
- ☞ follow the standard Gong Fu brewing method





#### TASTING NOTES

*Savory, Cinnamon, Mint Tones,  
Hearty, Rich Nectar Flavor,  
Dry, Aromatic Finish.*

## RED JADE TEA



紅玉茶  
台茶18號

**TAIWAN BLACK TEA**

*Hand picked in small batches  
from Sun Moon Lake,  
Nantou - 400m*

## GARDEN

The maker of this tea is employed by the Yu Chi Township Tea Research Extension Station and his factory produced the winner of the 2011 Black Tea Competition in this area. He is a leading figure in his field and his knowledge and expertise of black tea cultivation in Taiwan is virtually unsurpassed.



*"This tea garden - now in its fifth year of growth, has been cultivated without the use of any chemical fertilizers or pesticides."*

## TASTING NOTES

Red Jade Tea - also known as Taiwan Tea No. 18, brews a rich, full-bodied tea with subtle hints of clove, cinnamon and mint in its complex composition.



The character of Red Jade is unique among black teas, while still possessing a classic black tea quality. It is another exemplary selection on the Eco-Cha menu in that it is sustainably produced with low-impact farming methods and minimal processing. If you are a black tea lover, you deserve a sampling of this unique strain of tea.

## THE STORY OF THIS TEA

What is called red tea in Chinese is known as black tea in English. The name Red Jade was given to this tea due to its luminescent reddish-ochre brew. Also known as Taiwan Tea No. 18 - Red Jade is a hybrid of the Assam tea plant and the wild tea tree that grows naturally in the mountain forests of Taiwan. This strain of tea was created by the government subsidized Tea Research Extension Station in the Sun Moon Lake tea growing region of Nantou County. Since it possesses the DNA of a wild plant in the local eco-system, it has natural immunity to some of the "pests" that tend to compromise the health of the more conventionally cultivated



tea plants. Consequently, this tea garden - now in its fifth year of growth, has been cultivated without the use of any chemical fertilizers or pesticides. Although this farmer has not pursued official certification, this is - in effect, organically produced tea.

These wild tea qualities, in combination with the Assam tea plant that was originally a native plant to South and Southeast Asia produces an extraordinary type of black tea. The processing of black tea involves full oxidation of the leaves after being harvested, followed by low-temperature drying without any roasting. Due to the fact that black tea is processed without being exposed to high temperatures to cease oxidation or subsequent roasting, it maintains more of its natural character – similar to that of dried fruit or nuts. Summer is considered to be the prime harvest time for black tea, when the leaves contain the most catechins, providing more flavor and astringency.

The producer of this tea is employed by the Yu Chi Township Tea Research Extension Station (TRES) and has consistently won gold medal prizes in each of the Black Tea Competitions in this area. He is a leading figure in his field and his knowledge and expertise of black tea cultivation in Taiwan is virtually unsurpassed. In recent years, he has formed a cooperative of 5 fellow tea producers that all follow the same standards of

production. This allows these farmers to maintain their small, family-run farms at high quality, artisan standards while meeting demand for larger quantities of tea.

*“The maker of this tea is employed by the Yu Chi Township Tea Research Extension Station and his factory produced the winner of the 2011 Black Tea Competition in this area.”*

## BREWING TIPS



Quick, repeated steepings are ideal for this tea type for maximum fragrance and minimum astringency.

### SINGLE MUG BREW:

- ☞ 3 grams of tea /.5L boiling temp. water
- ☞ steep 1-2 minutes

### COLD BREW:

- ☞ 3 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/3 or less capacity
- ☞ follow the standard Gong Fu brewing method - slightly shorter brewing intervals





#### TASTING NOTES

*Fruitwood, Berry Tones,  
Full-bodied, Rich Flavor,  
Smooth, Aromatic Finish.*

## SHAN LIN XI HIGH MOUNTAIN BLACK TEA



## 衫林溪高山紅茶

### LIGHTLY ROASTED TAIWAN OOLONG TEA

*Limited Edition, Single Harvest.  
Hand picked in small batches from  
Shan Lin Xi, Nantou - 1500m*

## GARDEN

This farm is owned and operated by a prominent tea artisan with several decades of experience in tea cultivation. He has been awarded champion of the most prestigious Oolong Tea competition in the world which is held at the Lu Gu Farmers' Association. Nevertheless, his humble character allows us to sit and chat with him in his modest first generation tea factory on



a regular basis. The tea garden is cultivated without any chemical weed killers or fertilizers, and only minimal use of water soluble pesticides early in the growing season.

## TASTING NOTES

Upon tasting this tea, we immediately found it to be very intriguing and unprecedented in our experience.



Pouring off the first brew, the leaves exude a fragrance of freshly cut fruit wood with a faint hint of spearmint. The tea has a very rich, mellow, balanced character reminiscent of mulled wine and/or stewed apples and prunes.

A more refined palate might taste notes of cinnamon, vanilla, rose, and a hint of savory herbs. A simpler take on it could be summed up as "black cherry vanilla ice cream flavor".

In our experience, this tea really is one of a kind. These leaves brew a hearty, yet soothing cup of tea that maintains the clean flavor and transparency of an oolong while embodying the richness of a red/black tea.

The leaves can withstand many infusions and still yield a full-bodied brew.



*"This tea is an anomaly - using  
winter harvested high  
mountain oolong leaves to  
produce black tea"*



## THE STORY OF THIS TEA

This tea is an anomaly – as it is the unorthodox result of an oversight.

When the leaves were undergoing indoor oxidation, they were inadvertently left on the top rack – high above eye level. They were discovered the next morning, after they had oxidized to a level nearing that of red (black) tea – probably about 75%. From this point the tea master had to improvise his method in completing the processing of this small batch of “forgotten” tea leaves.

Given that these leaves are from the winter harvest (which this year produced about half the volume of an average yield, due to an unusually cold and dry start to the growing season), the farmer was not about to sacrifice his precious crop. The result is a tea that is a unique happenstance of using winter harvested high mountain oolong leaves to produce a very interesting “red oolong” or black tea.

This farm has consistently been the source of prize winning tea in Taiwan’s largest tea competitions due to the expertise of its proprietor. Eco-Cha procured the entire batch of this “forgotten tea” because we knew upon the first sip that it was special. A winter crop of Shan Lin Xi High Mountain Tea grown at 1500m elevation that was mistakenly made into a red oolong or black tea is definitively

a rare batch of tea. And many months later, after enjoying it regularly - we are only more confident in our choice of sourcing this unique selection.

*“This tea artisan has been awarded champion of the most prestigious Oolong Tea competition in the world which is held at the Lu Gu Farmers’ Association.”*

## BREWING TIPS



### SINGLE MUG BREW:

- ☞ 6 grams of tea / .5L boiling temp. water
- ☞ steep 3-4 minutes

### COLD BREW:

- ☞ 5 grams of tea/1L room temp. water
- ☞ steep for 3 hours or refrigerate overnight

### GONG FU BREW:

- ☞ fill teapot 1/3 or less capacity
- ☞ follow the standard Gong Fu brewing method





# 一口茶

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