

LOOSE LEAF | ORGANIC / FAIR TRADE | ICED TEA | TEAWARE | SPECIALS



Are you using too much leaf for each cup? This year, learn more about Tea and, in the process, cut down on waste. Start by learning the basics of steeping Tea. Our **complimentary** Digital Tea Scale will help! It will be included with Online orders through Jan. 31, 2023.

Visit The Website

Offer valid through Jan. 31, 2023, while supplies last. Digital Tea Scale will be included with your order. Limit one free scale per customer.

PROVIDING ACCURATE STEEPING DIRECTIONS

The recommended amount of leaf is 2.2 grams for about 5 ounces of water, which is the typical size of a professional cupping set. This is impractical for most consumers who may not be familiar with grams and may associate a cup with 8 ounces. Plus, tea leaves vary in size. Make things simple for your customers. Provide instructions in understandable language and be specific. Follow our steps below:

THE ART OF STEEPING TEA



STEP 1 LEAF

Start by weighing 2.2 grams of tea using our scale.

You may be astonished at the visual differences among various teas.

Translate the visual amount into a practical measurement to help the user, e.g., One heaped Teaspoon.

STEP 2 WATER

Always provide the water amount for the quantity, e.g., Use 1 scant teaspoon leaf for 8 oz. of water.

Next, provide the temperature in understandable language.

Say "boiling water" or "Allow boiling water to cool slightly" instead of 180° F.

STEP 3

Tell them how long to steep each tea. This can vary greatly so be specific.

An Assam leaf is different from a Darjeeling.

Gunpowder green is different from a Sencha green.

Indicate if multiple infusions are recommended.

For more information on the art of steeping loose leaf tea and making the perfect cup, read our <u>Blog here</u> for more detail and instructions.

Over the year, we will provide other useful tips on getting the most out of your Tea. It will increase your sales and your customers will rely on your confidence and knowledge of tea to make more informed purchases.



Email us at info@ecoprimatea.com.









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<u>Constant Contact Data Notice</u>

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