

BREWING GUIDE

In the preparation of the 2013 Informal Tea brew guide, our experienced taste testing crew brewed up a good ten thousand cups of teas. After fourteen hours of bickering and just three assault charges, we came to understand that there isn't one single way to brew the best cuppa tea.

So instead of an extravagant set of strict guidelines, we simply decided to put together a brewing guide that shares our knowledge of how different infusion quantities and temperatures give you different results.

Take care, and enjoy your tea.

Informal tea tasters Inc

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Single Estate Teas

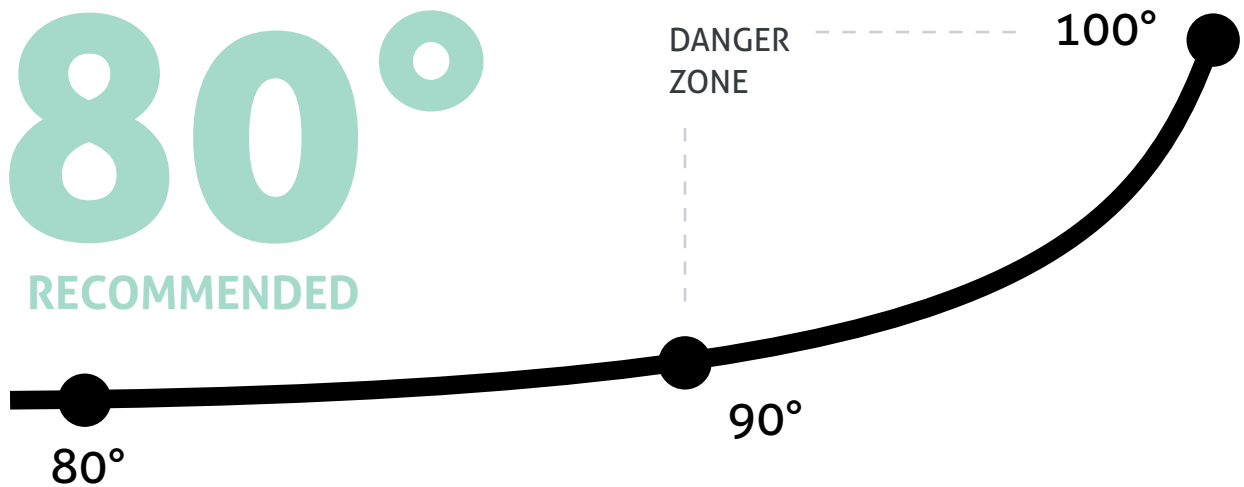
- pg 3 **Pure Green**
- pg 5 **Real Black**
- pg 7 **Classic Black**

Tea Blends:

- pg 9 **Berries Etc**
- pg 11 **Lemon-ish**
- pg 13 **Fresh Mint**
- pg 15 **It's Chai**

OVERVIEW

TEMPERATURE:



Boiling hot water damages tea leaves and causes bitterness. Typical kettles boil between 90 and 100° and take 2-3 mins to cool to 80°. If you're one of those impatient types, try adding a dash of cold water to the boiled kettle to drop the heat to a safer temperature quicker.

X5

MULTIPLE INFUSIONS

The first infusion should have a uniquely toasty sweetness. Over multiple infusions, this flavour mellows into a typically smooth 'green tea taste'. Traditionally the 3rd—5th infusions are regarded as 'the best'. This mellowing also reduces the threat of our enemy, Mr Bitterness.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

Light and delicate for those with sensitive pallets. Sometimes less is indeed more.

1 INFUSIONS | 5-10 mins



FULL-ISH

Slightly stronger and sweeter, still light in colour but holds up well over a couple of infusions. The perfect carefree quantity for everyday economical drinking.

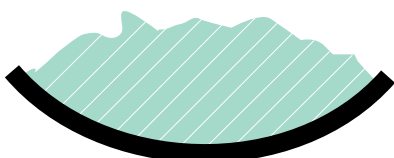
2-3 INFUSIONS | 3-5mins



SEMI-HEAPED

We recommend a heaped scoop for cafe use as it caters for those who expect stronger flavour and colour. Keep a stern eye on the water temp to avoid bitterness.

3-4 INFUSIONS | 3-5mins



HEFTY HEAP

A hefty sized teaspoon scoop is good for drinking with multiple infusions over a day. To avoid bitterness, initial infusions should be shorter (1-2 mins) and lengthened as the flavour begins to mellow. A lower 75-80° water temperature is also recommended.

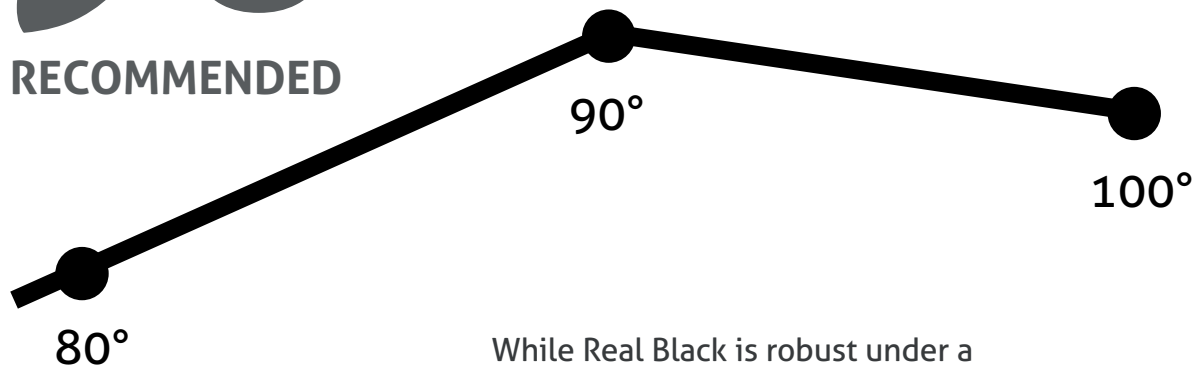
3-6 INFUSIONS | 1-2 mins building to 6+ mins for later infusions

OVERVIEW

TEMPERATURE:

90°

RECOMMENDED



While Real Black is robust under a myriad of conditions, we recommend a 90° infusion for optimum enjoyment. Typical kettles boil between 90 and 100°, taking about 1 min to cool from 100 to 90°, check yours to see how hot it is and infuse accordingly.

X5

MULTIPLE INFUSIONS

The first infusion should have deliciously unique floral and caramel notes with a hint of charcoal. Over multiple infusions, this flavour mellows into a sweeter flavour which is best enjoyed without milk. Traditionally the 3rd—5th infusions are regarded as 'the best'.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

Very drinkable and refreshingly sweet in a green tea kind of a way. Best to drink without milk.

1 INFUSION | 3-5 mins



FULL-ISH

A fuller black tea flavour but still light and delicate on the pallet and golden in colour. Still best drunk without milk.

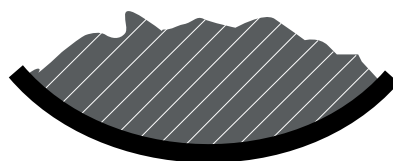
1-3 INFUSIONS | 3-5mins



SEMI-HEAPED

A semi heaped scoop offers stronger floral and caramel notes with an amazing aroma. An economical quantity that can be drunk with a dash of milk, but we'd still recommend without.

1-4 INFUSIONS | 3-5mins



HEFTY HEAP

A hefty sized teaspoon scoop is recommended when drinking with milk for it's colour depth but is equally drinkable without. Ideal for cafe use, it's expectedly strong and flavourful without any bitterness.

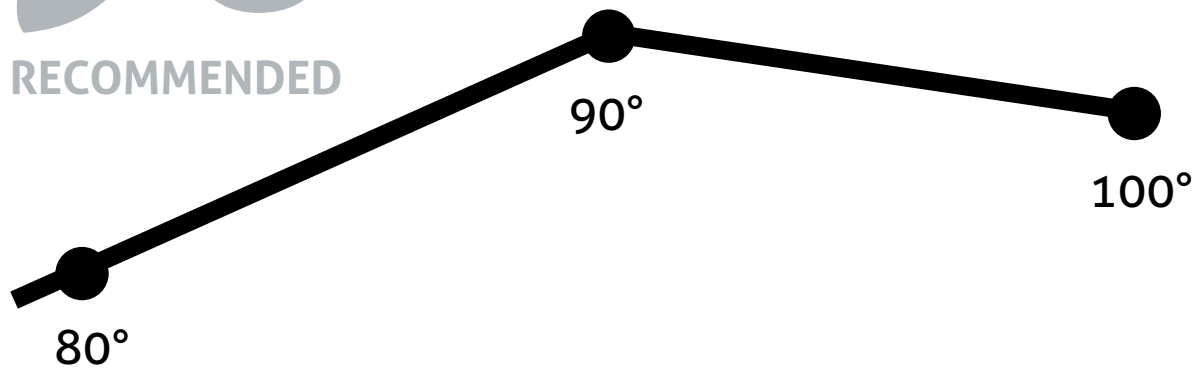
1-5 INFUSIONS | 2-4mins

OVERVIEW

TEMPERATURE:

90°

RECOMMENDED



Equally as robust as the Real Black under a myriad of conditions, we recommend a 90° brewing temp just to be safe.

X4

MULTIPLE INFUSIONS

Brew it weak, brew it strong, classic black will happily swing both ways. If you do use larger quantities of leaves, you have the option of multiple infusions. This high mountain Yunnan tea is traditionally brewed in a Yixing tea pot (made from a uniquely porous chinese red clay) over many infusions. If you don't have one those those, don't sweat it — we don't own one either.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

A pleasantly golden brew with a very drinkable sweet flavour. Best enjoyed without milk.

1 INFUSIONS | 3-6 mins



FULL-ISH

A darker golden liquor with a deepening 'black tea flavour'. If you don't like strong teas (less is sometimes more!) than this may suit you quite nicely.

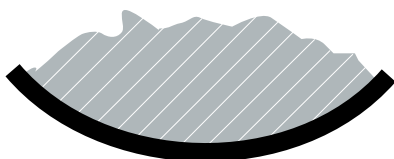
1 INFUSIONS | 3-6mins



SEMI-HEAPED

Full flavoured brew offering a classic 'tea flavour'. This is an economical quantity good for every day drinking that can be drunk with a dash of milk, but we'd still recommend without.

1-3 INFUSIONS | 2-5mins



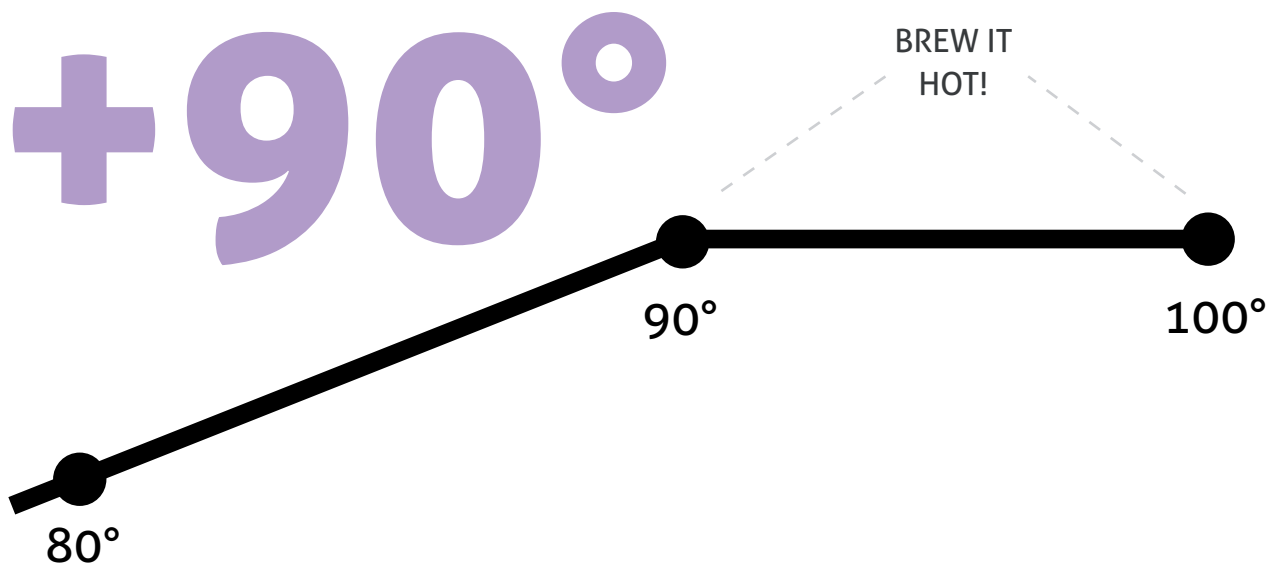
HEFTY HEAP

A hefty teaspoon offers a solidly strong brew while retaining zero bitterness. This strength does take well to milk though and is ideal for cafe use as an 'English Breakfast' tea.

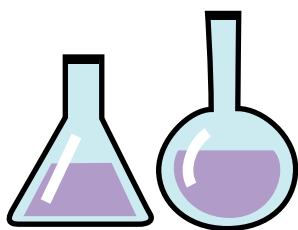
1-4 INFUSIONS | 2-5mins

OVERVIEW

TEMPERATURE:



Infuse with freshly boiled water to make sure you extract all the healthy goodness out of the berries and hibiscus.



EXPERIMENT

Berries etc makes a refreshingly tasty iced tea. Brew it up strong with at least 1 hefty tea spoon per 175ml of water and leave to chill in the fridge. Sweeten with a good dose of honey and add fresh mint leaves for style points. Berries etc also makes a great healthy mixer for fruit, liquors or spirits. The world is your oyster.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

Good for those who appreciate a subtle tea with a hint of berry. Delicately rosy-red in colour.

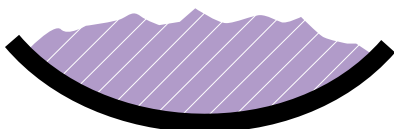
1 INFUSION | 5-10 mins



FULL-ISH

A darker red liquor, mainly sweet and fruity in flavour with developing sour berry tones.

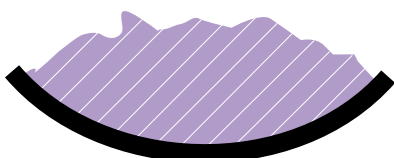
1 INFUSION | 5-10 mins



SEMI-HEAPED

Recommended for its fuller colour and flavour with the pleasant sour berry character beginning to stand out.

1 INFUSION | 5-10 mins



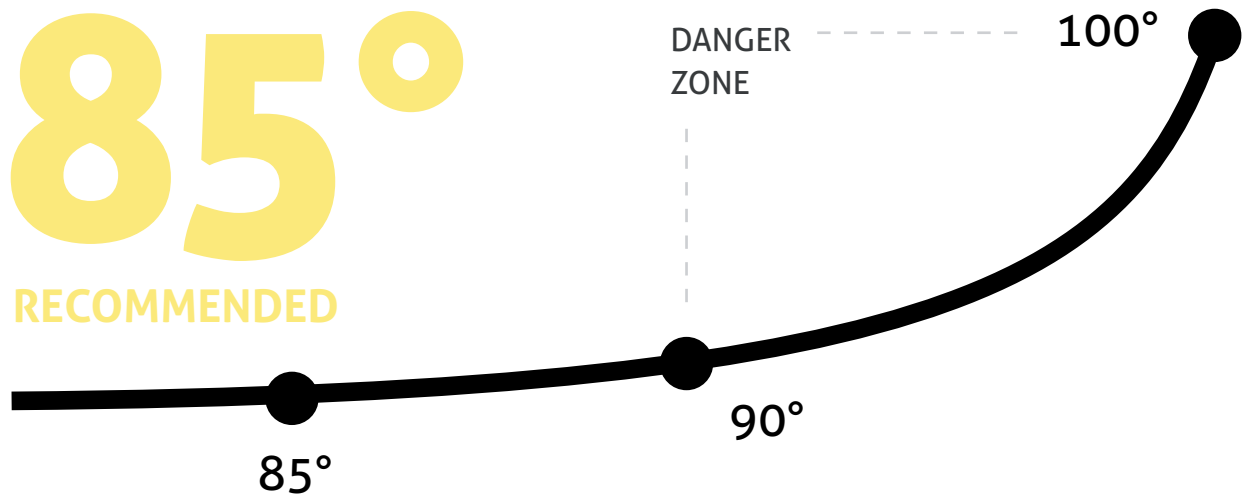
HEFTY HEAP

Darker blood red and almost crimson in colour. Too strong for general tea drinking. At this strength the tea begins to resemble a warm cranberry drink and would go down a treat on a cold winters day to sooth a sore throat.

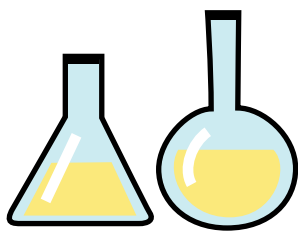
1 INFUSION | 5-10 mins

OVERVIEW

TEMPERATURE:



Typical kettles boil between 90 and 100° and take 1-2 mins to cool to 85°, check yours to see how hot it is and infuse accordingly. If you're one of those impatient types, try adding a dash of cold water to the kettle once boiled to drop the heat to a safer temperature quicker.



EXPERIMENT

Try mixing it with other teas like Berries Etc for a fruity concoction of indescribable goodness. Lemon-ish makes a refreshingly tasty iced tea too. Brew it up strong with at least 1 hefty tea spoon per 175ml of water and leave to chill. Add a slice or squeeze of lemon and fresh mint leaves for that little bit extra.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

An earthy balance between Lemon Verbena and green tea.

1 INFUSION | 4-6 mins



FULL-ISH

Lemony color and refreshing strength with a pleasantly sweet-but-not-too-sweet-sweetness that we would recommend for cafes

1 INFUSION | 3-5 mins



SEMI-HEAPED

An equally drinkable strength. Distinctively sweet while still retaining it's refreshing quality. A great strength for the kids or those with a sweet tooth.

1 INFUSION | 3-5 mins



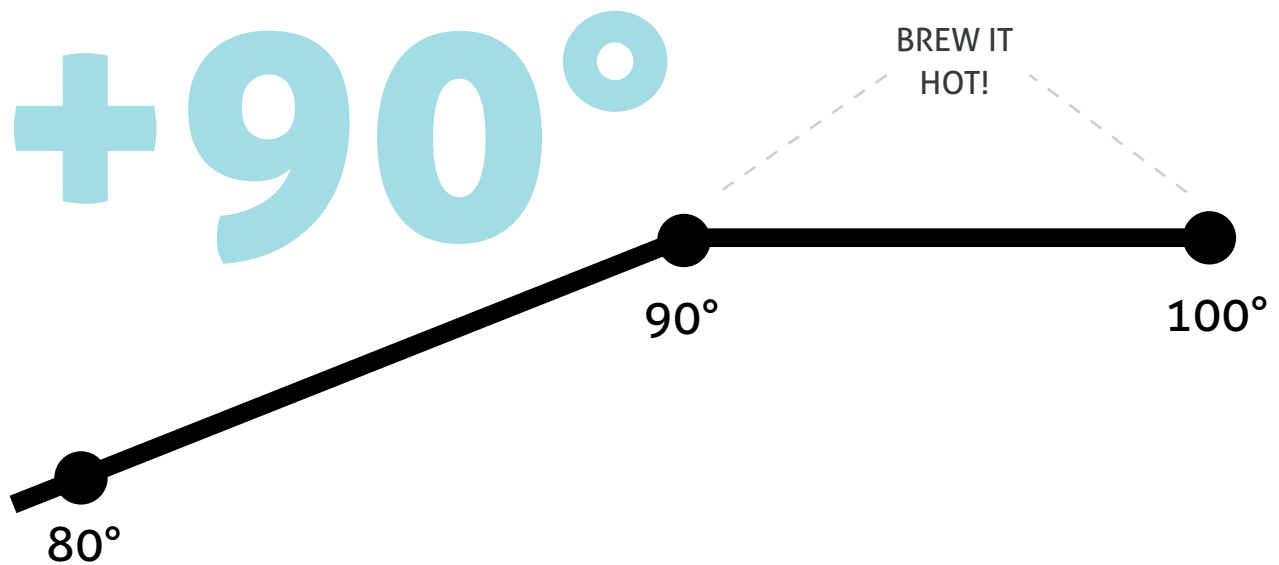
HEFTY HEAP

A super sweet and strong brew. Makes a great tonic for those wanting to reap the many health benefits of this tea. Be careful to watch the infusion temperature and length to avoid bitterness.

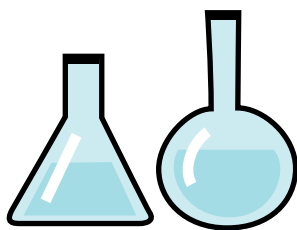
1-2 INFUSIONS | 2-3 mins

OVERVIEW

TEMPERATURE:



Infuse with freshly boiled water to make sure you extract all the healthy goodness from the Mint, Lavender and Rosemary.



EXPERIMENT

Fresh mint makes a super refreshing iced tea. Brew it up with 1 semi-heaped or hefty heaped tea spoon per 175ml of water. Leave to cool to room temperature or chill in the fridge. Add fresh mint leaves for style points or a little honey to sweeten. Fresh Mint also makes a great healthy mixer for fruit, liquors or spirits.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

Very minimal mint flavor, but nice in it's own way with an earthiness comparable to a half scoop of Lemon-ish.

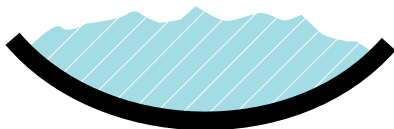
1 INFUSIONS | 4-6 mins



FULL-ISH

A light and delicate tea with a brisk mint edge to it. Not strong enough for many mint drinkers.

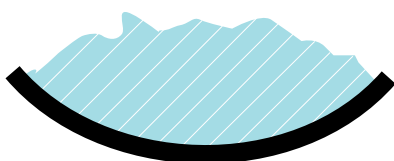
1 INFUSIONS | 4-6mins



SEMI-HEAPED

A good economical quantity for everyday drinking. A semi-heaped teaspoon offers a well filled out mint flavour balanced with the Lavender and Rosemary, leaving a refreshing feeling in your mouth.

1-2 INFUSIONS | 3-5mins



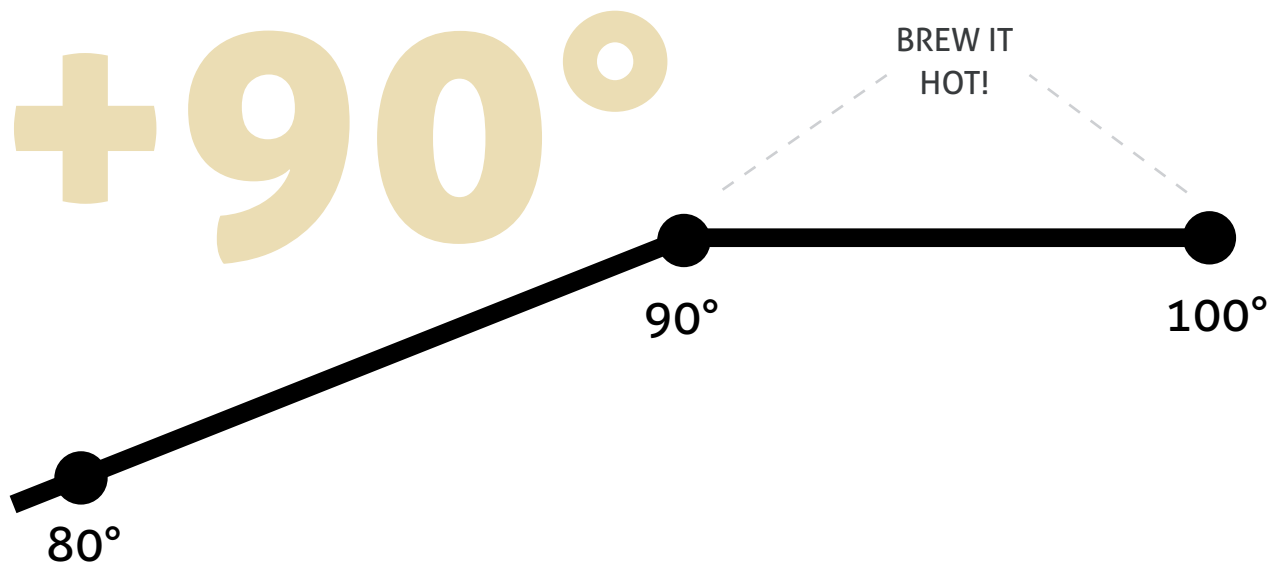
HEFTY HEAP

Recommended for cafe use, it has plenty of refreshing mint flavour for those who expect it while refraining from being over powering. A hefty heap can also be re-infused a second time for a lighter tea which retains a decent amount of flavour.

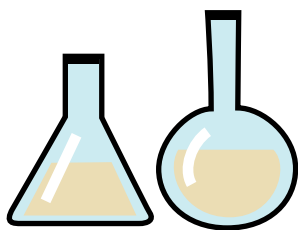
1-2 INFUSIONS | 3-5mins

OVERVIEW

TEMPERATURE:



In India, there's really no such thing as less is more. More is more in the land of color and commotion, so brew it up hot, strong and long to get the full chai experience!



EXPERIMENT

On a cold windy, winter's day, try heating up 1 cup of water with 1/4 cup of milk on the stove. Once hot, add 2 teaspoons of it's chai and leave to infuse for 5-10 minutes. Add honey or condensed milk to sweeten and pour back into mugs through a sieve. Sit back and relax with your heart warmly authentic Chai Masala.

QUANTITY

TEASPOON SIZE / 175ml:



HALF SCOOP

Light and refreshing with a subtle hint of the chai possibilities. A bit of a tease really.

1 INFUSIONS | 4-6 mins



FULL-ISH

A light and sweet chai tea with the with a slight beginnings of spicy goodness. Enjoyable but still not quite strong enough for most Chai drinkers.

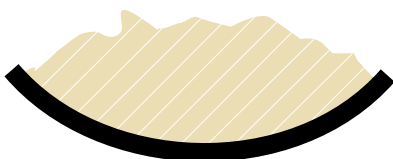
1 INFUSIONS | 4-6mins



SEMI-HEAPED

A fuller spicy flavour good for everyday drinking. With such a complex mix of flavours in the blend, you really do need a decent amount to do this tea justice and this quantity is a solid choice

1-2 INFUSIONS | 3-5mins



HEFTY HEAP

Recommended for cafe use, A hefty scoop offers a rounded flavour from the spicy ginger and clove through to the sweetness of the orange and cinnamon. A hefty heap can also be re-infused a second time for a lighter refreshing chai tea.

1-3 INFUSIONS | 3-5mins