

## TAY STORY

ABOUT NINI ORDOUBADI



Photo: Yasi Ordoubadi

My love affair with tea goes back to when I was a child. I remember many afternoons, sitting with my grandmother under the shade of an orange tree in her garden, sipping fragrant and exquisite tea blends that she created using roses, linden flowers, orange blossoms, and quince that she would pick from her trees. Mesmerized by the beauty of it all, I would raise the tulip-shaped glass, close my eyes, and savor each

delicate note. I loved spending those precious hours alone with her, sipping tea and listening to her gentle voice explaining the healing properties of each blend. The peace and happiness that I found in that garden has permanently been stamped into my heart and inspired me to create my signature blends.

In 2002, I blended my first tea: Persian Rose (below) as an antidote to my hectic life at the time. This blend was a nostalgic tea for me. It transported me back to my lost country; to my father's orchard; and those countless, tranquil afternoons spent with my grandmother. The peace, love, and connectivity with others that tea had brought into my life had to be shared. I wanted to create that oasis of calm for others, if only for a moment; an escape from the buzz of everyday life one sip at a time. An exquisite space where people could relax, drink tea, and share their own stories. I hope that **TAY HOME**, my teashop in Andes, New York, is such a place.

The Japanese have a beautiful saying, "i chi-go, i chi-e" – one encounter, one chance. In essence this means that to extend hospitality to another person is a special occasion and an honor, never to recur again. My search for these "unrepeatable moments" of sharing, tranquility and friendship continue...

I welcome you to **TAY TEA**.

*Nini O.*



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## TAY TEA



In 2003, tea enthusiast Nini Ordoubadi founded **TAY TEA**, a New York based company that specializes in creating a distinctive line of hand-blended artisanal teas. By redefining the culture of tea and infusing the rituals of this ancient beverage with a modern vision, we invite you to experience the aromas, textures, and beneficial qualities of premium, loose leaf teas.

The **TAY TEA** experience focuses on the senses and subtle experiences, those which effortlessly transport us elsewhere...through a delicate fragrance, a taste or a sight, our infusions promote a feeling of well-being and balance.

## TAY SERVICES

- Custom tea blending for spas
- Restaurant & hotel bulk tea
- Custom tea tastings & events

## TAY PRODUCTS

ALSO AVAILABLE AT [WWW.TAYTEA.COM](http://WWW.TAYTEA.COM)

**TAY TEA** offers a variety of exquisite, handmade tea gifts and products:

- Glass tea pots and tea glasses
- Corporate and seasonal tea gift boxes
- Artisanal tea sweets
- Blooming green teas
- Handmade tea cards
- Custom tea gifts for weddings, bridal and baby showers



All **TAY TEA** blends are available in 4-ounce designer tea tins.

If you would like to become a **wholesale customer**, please call us at: 917.806.8091 or email us at: [nini@taytea.com](mailto:nini@taytea.com). Visit [www.taytea.com](http://www.taytea.com) for more information.



*We drink tea to forget the noise of the world*



## BLACK TEA BLENDS (CAFFEINE)



### PERSIAN ROSE

This is Nini's signature tea and her personal favorite. A nostalgic and aromatic blend of Ceylon black tea blended with rose petals, organic rose buds, green cardamom and borage. This is a perfect afternoon tea, best, especially when shared with good friends.



### DUCHESS' FIRST LOVE

Perfect for a crisp Autumn or Winter day, this creamy Earl Grey blended with herbal rooibos has sweet notes of caramel.



### MARRY ME AGAIN

Premium ceylon black tea, violets and lavender with a sprinkling of purple cornflower petals. This blend was inspired by Elizabeth Taylor's "alleged" eye color. Delicate and lovely—perfect to share with a friend or two on a lazy Sunday afternoon.



### NEFERTITI

This exotic and luxurious organic black tea blends pomegranate, vanilla, blackberry leaves and calendula petals to create a mellow yet memorable tea experience fit for a Queen!



### WILD WOMAN

An organic high-grown Ceylon tea with wild blueberries, black currants, hibiscus, elderberries and corn flower petals. One heavenly sip of this tea is enough to make you go wild! A perfect tea to wake up to.



### COFFEE LOVERS' TEA

This tea is a robust blend of organic pu-erh, almonds and vanilla. The earthiness of the pu-erh (a black tea which appeals to coffee drinkers) melds with a hint of caramel for a finish to rival any dark roast. This deeply delicious blend provides vital energy without jitters or afternoon slumps. With digestive benefits as well, a cup of Coffee Lovers' Tea will bring you energy, robust health and wellbeing.

## HERBAL TEA BLENDS (CAFFEINE-FREE)



### MUSE

A healing citrus infusion with a soft, floral bouquet. This tisane is blended with 100% organic botanicals: lemon verbena, peppermint, spearmint, lemon grass, lavender, rose petals and lemon balm. Perfect for anytime you need a break from the stress of the world.



### DREAM

A soothing blend of chamomile, lemon balm and spearmint yields a sunny, citrus bouquet. An herbal tea that effectively induces mental calm and sleep.

## ROOIBOS TEA BLENDS (CAFFEINE-FREE)



### BETTER THAN SEX

A sinfully delicious rooibos blend with bits of Belgian dark chocolate and peppermint. A must for chocoholics, more often than not, this tea deserves it's name!



### KAAPSTAD

A full-bodied blend of rooibos, calendula petals, vanilla, almond bits and ginger, Kaapstad (Afrikaans for Capetown) is just the tea for you if you need the energy lift minus the caffeine buzz.



### A DAY IN PROVENCE

A lovely herbal blend inspired by the sun-baked lavender fields of Provence. A floral and fruity rooibos blend with lavender, rose petals, red and black currants and rose hips.



### LOVERS TEA

An aphrodisiac tea blended with wild crafted Persian saffron, rose petals, hibiscus and marigold petals in a base of herbal red rooibos tea. Sure to put you in an amorous mood!



### TUK TUK CHAI

This Thai inspired chai is bursting with flavor. Red vanilla rooibos tea provides the base for this infusion mixed with lemon grass, cinnamon, cardamom and ginger.



### RAJ

This chai is fit for royalty...rooibos base blended with coconut shavings and masala spices (ginger, cinnamon, cardamom, pepper and coriander). Warming and rejuvenating.

## GREEN TEA BLENDS (LIGHT CAFFEINE)



### SABA

Named for a morning breeze, Saba brings to mind the sweet floral fragrances of early summer. A lichee infused green tea blended with jasmine blossoms.



### KYOTO

A Japanese green sencha with cherry blossom rose petals. Delicate and high in antioxidants. Gorgeous to behold and delicious to drink.



### BERBER

This tea is the tea of true friendship and hospitality. An aromatic blend of wild Moroccan spearmint blended with Chinese gunpowder green tea. Energizing and very refreshing.

## OOLONG TEA BLENDS (LIGHT CAFFEINE)



### TWIGGY

This organic aged oolong is loved for it's complex and refined taste as well as its ability to reduce cholesterol and aid in weight loss. Paired with chrysanthemum flowers (known to relieve tension headaches) this is the perfect spa tea.

## TEA 101

All true teas—black, green, oolong or white come from a single plant: Camellia Sinensis. How the fresh leaves are processed and their exposure to oxygen, determine the type of teas. All other botanical beverages not containing this leaf are called tisanes, herbal and rooibos infusions.

**Black Tea:** The most caffeinated of the three types is grown in, and exported from India, Sri Lanka and China. It is a dark, brown-red color, and has a smoky aroma and intense flavor.

**Oolong Tea:** Grown in China and Taiwan, Oolong teas are partially fermented and have a rich taste, a lasting after-taste, and are the teas most commonly served in Chinese restaurants.

**Green Tea:** Mainly from China, Japan and Taiwan this tea is pale green or yellow with a mild flavor and has significant health benefits.

**White Tea:** Least processed of all the teas, the new tea buds are plucked before they open and simply allowed to dry. Delicate and fragrant, white tea is known for its highest level of antioxidant, detoxifying and anti-aging properties.

**Rooibos Tea:** A caffeine-free herb that is grown in South Africa, this tea is flavorful, calming and cleansing. It is known for its anti-aging properties due to its richness in antioxidants. Great for digestion, rooibos is effective in rejuvenating and hydrating the body.

**Herbal Tea:** These aromatic blends (or tisanes) are made from a combination of healing botanicals, fruits, spices and flowers that are often caffeine-free.

**Blended Tea:** These are created when additional botanicals, be they flowers, herbs, spices, or fruits, are mixed with tea leaves. **TAY TEA** is a tea company that specializes in creating artisanal tea blends. We do this by using only the highest quality whole leaf teas from reputable tea gardens and use local (often organic) herbs, flowers and spices to create our specialty blends.

## BREWING GUIDE

Bring freshly drawn cold water to a rolling boil. Use 1 teasp. of loose-leaf tea for each cup. Pour water into teapot and let steep according to chart below. For Black and Green tea, remove the tea leaves and enjoy the tea. Remember to vary the time according to taste, not color. Over steeping does not contribute to flavor, only bitterness.

TEA	TIME	TEMPERATURE
White Tea	1-4 Minutes	Steaming (150 - 180° F)
Green Tea	1-4 Minutes	Steaming (150 - 180° F)
Oolong Tea	1-3 Minutes	Light Boil (165 - 190° F)
Pu-erh Tea	2-10 Minutes	Rolling Boil (210° F)
Black Tea	2-5 Minutes	Rolling Boil (210° F)
Rooibos Tea	5-7 Minutes	Rolling Boil (210° F)
Herbal Tea	5-7 Minutes	Rolling Boil (210° F)