

MARK T. WENDELL

— TEA COMPANY —



SELECT PRODUCT CATALOG

IMPORTERS OF FINE TEAS FOR OVER A CENTURY

In 1904, Boston businessman Mark T. Wendell assumed ownership of his uncle's business, a firm that imported luxury products from abroad. Some of his most popular imports were unique teas from Taiwan and China, including fine black tea smoked to perfection over pine fires. Over time, Mr. Wendell began focusing solely on the import of these uncommon teas into his Boston waterfront offices. Mark T. Wendell Tea Company carried on supplying fine teas for decades until specialty food brokers Elliot and his brother Alan Johnson purchased the company in 1971. Now under ownership of Elliot's son, Hartley E. Johnson, the family business continues for another generation of tea enthusiasts.

From an initial listing of only 5 teas, offerings have now expanded to over 100 estate grown specialty teas, signature tea blends, herbal & fruit tisanes, imported packaged tea brands as well as many tea brewing accessories and teapots. For over 50 years, it has been the Johnson family's goal to carry on Mr. Wendell's tradition of creating a superior tea buying experience by providing customers with the finest product, competitive prices, a distinct focus on product freshness and superior service. The joys associated with the simplicity of a high-quality cup of tea are endless. The remarkable world of healthy and invigorating specialty teas has never been so accessible. We look forward to serving you soon!



AN INTRODUCTION TO TEA

All tea comes from the tropical plant known as *Camellia sinensis*. The tea plant grows best in a warm climate with long sunlit days, cool nights and an abundance of rainfall. Tea plants grow at altitudes ranging from sea level to 7,000 feet and are indigenous to China, Tibet, and northern India, though they are cultivated in many other countries across the globe, including Sri Lanka, Japan, Kenya, Turkey, Indonesia, Vietnam, Argentina, Tanzania, Taiwan, Malawi, and Zimbabwe. The most complex teas grow at higher altitudes and many bushes can be cultivated for over 100 years. Tea bushes cover about six million acres of the earth and are harvested every week during the almost year-long growing season.

After each winter season, the first small leaves and buds of the tea bush are hand-plucked and harvested. Once exposed to air, the leaf will begin to wither. When the picked leaf becomes pliable, it can then be turned into different types of tea. A common misperception is that the various styles of tea are grown from different types of plants. The fact is that all styles of tea come from the same *Camellia sinensis* bush; however, the method in which they are processed varies, yielding the main classifications and varieties of tea. White, Green and Yellow tea are produced by steaming the leaves after plucking, thus eliminating the fermentation process. Oolong tea is allowed to oxidize for a short period of time, and Black tea is allowed to react with the air and oxidize, turning the green leaves black. Pu-erh tea is a style of black tea that has been piled and allowed to ferment considerably.





AN OVERVIEW OF OUR TEAS



White Teas

White tea is the rarest and most delicate type of tea. It is plucked by hand within two days between the time the first buds become fully mature and the time in which the leaf unfurls. The leaves are then allowed to wither, allowing the natural moisture to evaporate before being dried. White tea contains the same antioxidants found in green tea, but since it undergoes less processing, white tea is believed to be more beneficial to your health than other types of tea.



Yellow Tea

Yellow teas are unique to the high mountain regions of the Chinese provinces of Anhui, Hunan and Sichuan. The skillful tea pickers use only the tender Spring buds to produce this yellow tea. It is manufactured by plucking, basket-firing or pan-firing, smothering and then finish-firing the leaf. It is the smothering step that is unique to this tea, encouraging the leaf to reabsorb its own aromatics and add a sweetness and fragrance to the leaf.



Scented Teas

Scented teas are infused with varying aromas and natural flavorings to make them stand out in each cup. We offer several styles of scented teas including those with oil of bergamot, jasmine flowers, rose petals and lychee nut oil.



Green Teas

To produce green tea, the fresh tea leaves are carefully placed on large bamboo trays and allowed to dry in the sunlight. The leaves are then placed into small hot roasting pans and quickly moved about. They are continuously rolled into balls and then re-roasted for several hours at a time. This process stops the chemical changes from occurring in the leaf by never allowing it to wither and ferment. By eliminating the fermentation process, the dry leaf retains its green color, natural goodness and original beauty. Most of the green teas produced come from various Chinese and Japanese tea estates. Light in color and flavor, green tea is loaded with health benefiting antioxidants.



Oolong Teas

Oolong tea is referred to as “semi-fermented” tea and is principally manufactured in China and Taiwan (Formosa). After plucking, this type of tea is allowed to wilt in direct sunlight and is then shaken in bamboo baskets to lightly bruise the leaf. The chemicals in the leaf react with the air, producing a reddish leaf color. After a desired amount of time, the leaf is fired and the fermentation process is halted. The variations in oxidation levels create the unique appearance and flavors of oolong teas.



Black Teas

To produce black tea, the tea leaves are plucked by hand and then left out in the sun until they are pliable enough to be rolled without the leaf splitting. The leaves are then put into a mechanical tumbler and rolled. This process causes the leaves' juices to react with the air and oxidize. The green leaves turn black and are then fired in huge drying ovens to produce the final product. Black tea is the most common tea consumed in this country and is cultivated in China, India, Sri Lanka, Africa and Indonesia.



Pu-erh Teas

Pu-erh teas are created by hand piling Yunnan black tea for lengthy periods, allowing a true internal fermentation of the leaf to occur. This process gives Pu-erh its unique earthy overtones. This type of tea is cultivated in the world's best tea growing areas, from tea bushes as tall as trees. Pu-erh has long been valued for its medicinal benefits, believed to aid in digestion and the reduction of cholesterol.



Flavored Teas

Our tea blenders have created varying flavorful fruit flavored tea blends with several teas, spices, and natural flavorings. From sweet peaches and blackcurrants to spicy ginger and oranges, there are many tempting selections to choose from. The green, black, white and herbal base teas used for the blending of these teas are of the highest quality. These teas when blended with the varying fruit pieces and natural oils create some of our most popular offerings. All of our flavored teas with fruit are easy to make into great-tasting iced teas. So, hot or cold, these teas will certainly satisfy.



Decaffeinated Teas

Over the years, we have had many customers request decaffeinated whole leaf tea offerings. Our selection of decaffeinated, whole leaf teas are a necessity for those who must avoid caffeine for medical reasons or for those who are caffeine sensitive. Decaffeinated using a natural, critical carbon dioxide method, these loose teas are sure to please. We have sourced two black decaffeinated teas and one decaffeinated green option that, unlike many others, taste great when brewed.



Herbal and Fruit Tisanes

Herbal & Fruit Tisanes are comprised of herbs, dried fruit pieces, spices and flavorings. Since this style of "tea" does not contain the traditional tea leaves of the Camellia Senensis plant, they are naturally caffeine free. Herbal & Fruit tisanes come in many unique flavor profiles and have become a popular beverage to those who need a caffeine free alternative to traditional teas.

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MARK T. WENDELL BRAND TEA SELECTIONS

Our expansive range of over 100 Mark T. Wendell Brand Teas and Tisanes are available in several attractive and functional packaging options. With so many unique tea blends and single estate loose leaf teas available, there is an option that is just right for you!

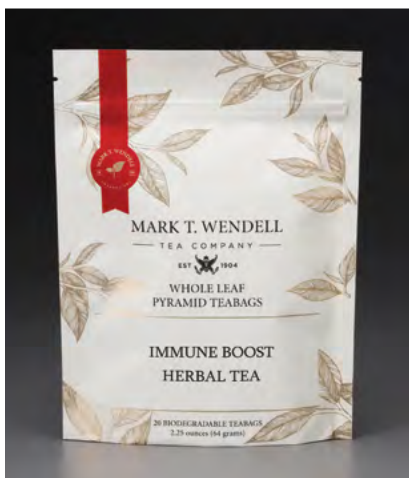
Our loose leaf teas are available in three packaging sizes: One pound, 8 ounces and 4 ounces. Due to the density of some of the tea offerings, overall weights can vary between selections. We have also selected a few of our more popular teas and packaged them in biodegradable pyramid teabag pouches containing 20 teabags each.

We hand pack all our teas to order right from the original chests and bags we received from the respective tea estates. Our operational practices ensure that our teas are of the highest quality and are guaranteed fresh and flavorful. All our various consumer packaging options further ensure that you will be receiving the finest tea available, from field to cup!



The One pound size is packaged in a high barrier foil bag with a zip top closure. The bag is adorned with descriptions of the tea and proper brewing instructions. This re-sealable bag option can be used to refill an existing tea tin or can stand alone as a unique storage option, one that is sturdy, practical and economical.

The 8 ounce size is offered in a classic black tin with hinged lid. Adorned with attractive descriptive labels outlining brewing techniques, the clean lines of this tin make it one of our most popular packaging options. Besides the tin packaging option, this size is also offered in a high barrier foil bag with zip top closure.



The 4 ounce size is packaged in a hinged gold tin adorned with a colorful front label and descriptive back label that outlines the proper brewing technique for that specific tea.

Several of our most popular offerings are also available in our new **20 count biodegradable pyramid teabag pouches**. Each pyramid shaped teabag is made from biodegradable plant-based materials, giving you peace of mind that all you are brewing is the natural tea leaf with each sip. This is a perfect way to bring the convenience of the teabag into your everyday tea ritual.



HU-KWA® TEA

SINCE 1904, OUR SIGNATURE SMOKY TEA

HU-KWA is a uniquely crafted black tea from the island of Formosa and is considered by many tea connoisseurs to be the benchmark against which all other Lapsang Souchong style teas are measured. Offered by the Mark T. Wendell Tea Company for over a century, HU-KWA tea gains its distinctive flavor and smoky tang from the burning pine wood over which it is fired during the final drying process of the tea leaf. Distinctive with its smoky flavor and aroma, the dry leaves have an almost amber-brown coloration. When brewed, HU-KWA tea produces a deep red liquor and a surprisingly mellow cup. Since this tea is cultivated in varying terroir from the smoky Lapsang Souchong teas commonly produced in mainland China, it has a taste and character all its own. HU-KWA is a one of a kind tea that you will not forget!

Available in loose tea tins, re-sealable bags and 25 teabag boxes (not pictured).



GRACE TEA COMPANY

For over 60 years, Grace Tea Company has remained committed to sourcing only the top tier of the finest teas and offering them to tea enthusiasts in the fashion of a family run organization, focusing on each customer's satisfaction. The original character and style of Grace Rare Teas remain unchanged today, combining handpicked, all-natural teas to create great-tasting and uplifting tea blends. As new teas have become available over the years, several new single-estate green, white, pu-erh and herbal offerings round out Grace Tea Company's award-winning tea selections.

Available in loose leaf tea tins and re-sealable bags.



Boston Harbour Tea

Applauded by tea enthusiasts for many years, Boston Harbour Tea is an exceptional blend of the finest black teas from Sri Lanka and Darjeeling. When brewed, Boston Harbour Tea has a sweet aroma and a brisk flavor that is sure to please. With several loose leaf tea and teabag packaging sizes and styles available this small piece of our country's history not only makes a great Boston-themed gift idea, but a truly memorable cup of tea.

THE TEA WITH A HISTORY

Centuries ago, the taxation of tea in the American Colonies was one of the catalysts that helped spark the American War of Independence. Even though the tax on British controlled tea stocks was not a substantial amount per household, this was one of many taxes that occurred without proper consent over a span of several decades. Cries of "taxation without representation" engulfed the Colonies until there was no peaceful compromise to be realized. On December 16, 1773 a group of Colonial patriots disguised as Mohawk Indians boarded three English ships in Boston Harbor and threw the hundreds of chests of tea onboard into the water, in protest against the duty imposed on tea by the Government of King George III. This event became known as The Boston Tea Party.





HAMPSTEAD ORGANIC & BIODYNAMIC TEAS

Hampstead Tea is the world's foremost Organic and Biodynamic tea producer. Their teas are farmed intuitively, responsibly and in tune with nature, always nurturing the purity of the source. Hampstead's focus on the dual notions of great taste and peace of mind is guaranteed on all their products by numerous certifications, including the Demeter International biodynamic certification. Packaged in individually wrapped 20 count teabag sachets, several of the most popular core flavors are also available in loose-leaf packaging's. Exclusively offered by Hampstead is their unique plastic-free tea and botanical teabag selections. With a focus on minimizing waste and enhancing the beauty of our planet, each teabag is made from renewable plant-based material. This allows the teabag to be composted at home after use.



HOW TO BREW A PERFECT CUP OF TEA

Here are a few steadfast guidelines to follow in order to achieve the perfect cup of tea:

1. Fill a kettle with freshly drawn cold water. We recommend filtered water as the quality of your water will affect the taste of your tea. Many towns have water that has too much chlorine and other minerals.
2. Measure tea carefully into your teapot or cup—use one rounded teaspoon or one tea bag for each 8oz. cup. A filter or “tea ball” should be used with loose tea.
3. Bring water to the desired temperature (rolling boil or just short of, variable by tea type). Do not allow it to boil too long, as it will result in a flat cup. Instant tea pots allow you to press a button and have it arrive at the right temperature!
4. Pour the water onto the leaves or tea bag. Do not pour the water and then add the tea, this will only result in a poor cup of tea. The differing types of tea should be infused for the specified number of minutes on the chart below.
5. If you prefer your tea stronger or weaker, increase or decrease the amount of tea (don’t brew it for longer). If it sits in the teapot, the tea can over-brew and turn bitter. Some green, oolong and white teas are good for multiple infusions—just add new hot water to the pot and increase the steeping time slightly. Repeat until the flavor starts to fade.

Tea Variety	Water Temp	Brew Time
Pu-erh Tea	190-205° F (<i>just short of boiling</i>)	1½-5 minutes
Black Tea	200-212° F (<i>boiling</i>)	4-5 minutes
Darjeeling Tea	200-212° F (<i>boiling</i>)	3 minutes
Oolong Tea	190-205° F (<i>just short of boiling</i>)	3-4 minutes
Jasmine Tea	190-205° F (<i>just short of boiling</i>)	3-4 minutes
Chinese Green Tea	170-180° F (<i>boil, allow to cool for 1 minute</i>)	2-3 minutes
White Tea	175° F (<i>boil, allow to cool for 1½ minutes</i>)	2-3 minutes
Japanese Green Tea	160-170° F (<i>boil, allow to cool for 2 minutes</i>)	1-2 minutes
Herbal Tisanes	200-212° F (<i>boiling</i>)	5-7 minutes





TEAPOTS & TEA BREWING ACCESSORIES

Over the years, many of our customers have asked about the best methods to use when brewing their loose leaf teas. Even the finest teas will fail to reach their potential without careful and proper preparation.

With this in mind, we are pleased to offer numerous teapots and brewing accessories to our customers. We offer several ceramic teapots in various sizes, all featuring built in infusers and certified lead-free, as well as several brewing mugs and glasses. We also carry a modest selection of paper tea filters, stainless steel infusers, brewing baskets and other high quality accessories for your consideration.





MARK T. WENDELL GIFT SAMPLERS

Our Loose Tea Tin Sampler Boxes are the perfect way to introduce the tea enthusiast on your gift list to a broader selection of specialty loose-leaf teas. **The Create Your Own Loose Tea Tin Sampler** (shown on page 15) gives you plenty of choices to create the perfect combination of our wide range of teas. You can choose any combination of three small tins of loose-leaf teas from the listing of over 100 Mark T. Wendell brand teas & tisanes!

The Create Your Own Loose Tea Tin & Filter Sampler (shown above) contains two small tins of your choosing combined with a Large Finum Brew Basket.

To take the guesswork out of this process, we have also created eleven **Classic Loose Tea Tin Sampler** combinations to choose from. Ranging from the **Breakfast Teas Selection** to the **Holiday Tea Selection** and **Founder's Choice Selection**, there is a sampler for everyone.

All these loose tea sample options are packaged in our attractive black and gold display box with enclosed descriptive literature about the wide world of tea and brewing tips for proper brewing.



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