



2737 B.C.

Legend has it that tea was discovered by the Chinese Emperor, SHAN NONGZI, who was sitting beneath a tree waiting for his water to boil when tea leaves fell into his pot.



A cup of TEA?

Tea is an aromatic beverage prepared by pouring boiling hot water over cured leaves of the *Camellia sinensis* plant. The term also refers to the plant itself. It has a cooling, slightly bitter, astringent flavour which many people enjoy.

MOST POPULAR TEA BRANDS

- AIMAD TEA
- BARRY'S TEA
- BIGELOW

Tea is traditionally classified based on the techniques with which it is produced and processed.

- WHITE TEA**: Withed and unoxidized
- YELLOW TEA**: Withed and oxidized, but allowed to yellow
- GREEN TEA**: Unwithered and unoxidized
- OOLONG**: Withed, twisted, and partially oxidized
- BLACK TEA**: Withed, sometimes crushed, and fully oxidized
- POST-FERMENTED TEA**: Green tea that has been allowed to ferment/compost

Tea was primarily used as a remedy, due to its medicinal benefits, attributed to it.

FIFTH CENTURY A.D.

“After water, tea is the most widely consumed beverage in the world.”



SALES

According to the FAO, in 2007 the largest importer of tea, by country, was the Russian Federation, followed by the United Kingdom, Pakistan, and the United States.

Kenya, China, India and Sri Lanka were the largest exporters of tea in 2007 with exports of 374,229, 292,199, 193,489 and 190,283 tonnes respectively.

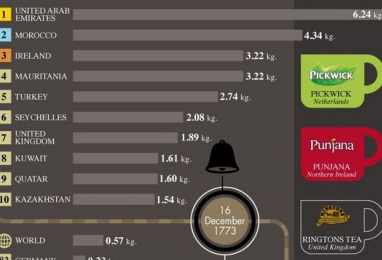
The largest exporter of black tea in the world is Kenya, while the largest producer (and consumer) of black tea in the world is India.

CONSUMPTION

kg annual per capita

17th Century: Tea arrived in Europe via Dutch and Portuguese sailors.

18th Century: Tea arrived in Northern America.



HEALTH BENEFITS

- Tea helps keep you hydrated.
- Tea has less caffeine than coffee.
- Tea bolsters your immune defenses.
- Tea increases your metabolism.
- Tea protects against cancer.
- Tea may help prevent diabetes.
- Tea protects your bones.
- Tea is calorie-free.

“The Boston Tea Party” was a political protest against the British government and the monopolistic that controlled all the tea imported into the colonies. The Boston Tea Party was a key event in the growth of the American Revolution.

Tea may reduce your risk of heart attack and stroke.

“The tea industry's worldwide economic activity stands at more than three billion dollars a year.”

Tea contains antioxidants.

beginning of 20th century

A significant rise in tea consumption resulted from the appearance of tea bags. The inventor of tea bags, a New York tea merchant by the name of THOMAS SULLIVAN.

Yogi Tea (Oregon, USA)

WISSOTZKY TEA (Israel)

TWININGS (United Kingdom)

Tetley (India)