



TILLERMAN TEA



Tea Notes September 2009

PLEASE HELP TILLERMAN TEA SUPPORT TYPHOON RELIEF IN TAIWAN

Tillerman continues to donate 10 percent of all **sales revenue** — in-store, online and wholesale — through Sept. 30 to support typhoon relief efforts in Taiwan.

In early August, Taiwan was struck by Typhoon Morakot, which dumped approximately 100 inches of rain on the island, more than one year of normal rainfall, in a 24-hour period. More than 500 people have died as a result of the storm, and many hundreds are still missing.

Damage in the south of the country is substantial and many tea-growing areas were hard hit. Among the most affected is Alishan Township in Chiayi County, one of Taiwan's best tea-growing areas and the source of several of our teas.

Although the loss of life and destruction are significant and saddening I am very happy to report that all of our friends and their families are safe. However, there likely will be no more good tea from Alishan for the rest of this year, if not longer. We cannot even begin to imagine how this will affect the livelihood of these tea growers.

ALTHOUGH THE NEWS HAS SUBSIDED THE NEED IS AS GREAT AS EVER!



Relief workers struggle to unload and deliver supplies

We also are accepting additional donations at our shop in Napa and by mail. Please help if you are able.



ALL DONATIONS WILL BE SENT TO THE TZU CHI FOUNDATION FOR DISTRIBUTION DIRECTLY TO VICTIM RELIEF

- September Tea of the Month -



From Jiangsu province in coastal China, Silver Spring Tip green is grown on the hills overlooking picturesque Lake Tai. Harvested in the early spring, the tiny leaves of this cultivar are covered with a white downy fur that gives this tea its characteristic nutty flavor. Basket roasted to avoid burning off the fur, this tea brews into a light yellow broth that is mild, nutty, and grassy.

Brewing Suggestions:

Use between 3-5 grams of tea, about a teaspoon. Pour water between 160° – 175° over the leaves and allow to steep for 1 to 2 minutes. Always remember to adjust steeping time depending on water temperature, amount of tea you have and personal flavor preference. Increase time and temperature slightly with each infusion.

Original Price – \$7.50 / 25g	\$30.00 / 100g
After discount – \$4.50 / 25g	\$18.00 / 100g

40% discount off Tea of the Month

- New Teas -

I have just returned from a buying trip to China, Taiwan and Japan where I found several wonderful new oolong and green teas. As one customer who has tasted them exclaimed:

“WOW!! I am speechless! I can honestly say, these are some of the best oolongs & greens I have ever tried!”

We have are now receiving new supplies of Anji Imperial Green, Jasmine Snow Water, and Flowering Blossom Tea from China; Jade Oolong, Dong Ding, Lishan, Da Yu Ling, Formosa Cliff Tea and Chen Huang Tang 2009 Spring Alishan from Taiwan; and two exceptional grades of sencha from Uji in Japan

We also have a selection of new tea ware including our own select Yixing pot bearing the seal of our shop's Chinese name “茶茗坊”

All of these new teas and tea ware will be in stock over the next few weeks

- Why No Decaffeinated Teas at Tillerman? -

Caffeine in tea is a very much misunderstood issue and I'll certainly make it the subject of a future newsletter. Suffice it to say at this point that the most prevalent decaffeination method in the US (ethyl acetate solution) removes a lot of caffeine; it also removes upwards of 80% the anti-oxidant polyphenols. If you want beverages without caffeine try our Chrysanthemum blossoms or our fragrant Osmanthus blossoms. You won't be disappointed

- Annie The Baker at Tillerman -

We've added a great new item to our Tea & Snacks tea service menu: cookies from Annie the Baker (they stay in stock except when the girls' soccer team is helping out at the shop)

Come by any Tuesday for Local's Night and meet Annie in the Tillerman Shop.

- Become a “Follower” and a “Friend” -

You can “follow” Tillerman on Twitter at @Tillerman_Tea or become a Facebook “friend” of Tillerman Tea. We keep you up to date on what's happening on our Asia trips as well as news on new teas.

- Tea Appreciation: Introduction to Tea Brewing and Tasting -

Come join me, David Campbell, for a journey into the world of tea. Learn about the many myths and outright misconceptions surrounding tea; about the how to select the best tea for you, how to brew teas, and how to store them. Whether you are a novice or a longtime tea lover there will be something of interest for you. There is a \$5.00 registration fee that will be credited to any purchase you make on the day of the class. Space is limited and on a first come first serve basis. So call in or email as soon as possible to reserve a spot for this tasting.



September 26, 2009
1:30 PM – 3:30 PM

To reserve a space:
(707) 265-0200
info@tillermantea.com

Come by Tillerman Tea at the Oxbow Public Market for tea!
Virtually all of our teas are available hot and we have a wonderful
rotating selection of Cold Brewed Iced Teas.

Call, email or visit us online to order!

Tillerman Tea
At the Oxbow Public Market
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