



☞ TEA story

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China-India-Switzerland
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According to legend, tea was first discovered by the Chinese emperor and herbalist Shenong in 2737 BCE. The Han Dynasty (206 BCE - 220 CE) used tea as medicine. The use of tea as a beverage drunk for pleasure on social occasions dates from the Tang Dynasty (618-907 CE) or earlier.



Tea has always been more than a drink in China. It has been an integral part of the culture and as a symbol of high importance. There has been use of special pots and cups with intricate work on them. tea drinking led to the greater production of tea ware, and also significantly popularized Chinese porcelain culture.

taste of china



The tea drinking custom in China was very specific and sacred with people cleaning their utensils and cups and then pouring tea from the pot.



Tea drinking is like a ritual in China where it is consumed as a sign of respect, for family gatherings, to apologize, to connect large families on weddings, to express thanks. Tea drinking was popular in ancient China as tea was regarded as one of the seven daily necessities.



Tea drinking in China is popular in the breakfast and also after meals. The method of brewing tea is by adding of leaves to a pot, and hot water. This method is commonly found in households and restaurants.



Variety of teas are consumed in China are green tea, oolong tea, yellow tea, white tea, black tea and yellow tea.





With a pinch of spices "masala" like ginger, cardamom, cinnamon and black pepper. People also enjoy Kadak Chai (typically a feature of the mountain community of North India, this is a very strongly brewed tea, almost to the point of bitterness), Malai Mar Ke Chai (where a generous dollop of full fat cream is spooned into the cup of tea)

Traditionally drank in terracota cups known as "kulhars" enhancing the effect on the beverage's taste and fragrance along with being sustainable.



Recipe

Take a pan, and add water, tea or tea leaves, and sugar to it.
Heat the tea until it turns a reddish brown colour.
For masala tea, crush basil leaves and ginger flakes together and add this to the mixture.
Add milk and boil till the milk rises to the top of the pan.
Seive the soil out.
Serve hot with bisuits, cakes or rust.



the indian flavours

The credit for creating India's vast tea empire goes to the British, who discovered tea in India and cultivated and consumed it in enormous quantities between the early 1800s and 1950's.
Popularly known in india as CHAI, it is not only a health drink , a delicacy but a bond for families and friends for all times.



Small glasses are the perfect means for tea at the tea stalls known as Chai Wallas. Found in almost every Indian street, the local chai is a perfect refreshment.



essential

rituals

relaxation

aroma

connect

benefit

interaction

understanding the tea cultures

varieties

social bond

flavour

habit

To create understanding and appreciation for the other tea culture.

It is very essential that people from one country want to try the tea of another country.

The availability of different tea varieties to everyone.

Go universal

Getting global

Bringing the nations together with a cup of tea



Develop a common tea guide for all the three countries that talks about the rich tea traditions and culture that exists in the countries.

This will help people from the three countries to appreciate the tea culture of the other country and understand it better. The tea guide will aim at clearly marking the parallels that exist in the tea cultures of the places. People will be able to know how common the tea culture in our countries is and it might be interesting to try different flavours of these places.

The guide covers following points of considerations with regards to the three countries:

- the history/origin
- symbolism and significance
- production and development
- brewing
- tea ware
- tea consumption
- types of teas produced or consumed
- tradition and customs attached
- tea ceremonies
- preparation method
- serving method
- best places to buy
- cafes and restaurants

- recipes
- new varieties
- local names
- availability/location
- ingredients used for preparation
- trade and economics
- common factors
- similarities
- incentive to try new flavours

social connect
|
coming together
gathering

JOURNEY IN THE WORLD OF TEA

CHINA-INDIA-SWITZERLAND



Organising a tea festival in collaboration with China India Switzerland bringing together people from all three countries in tea celebration.

The event will be hosted by one country every year and people from the other countries will be invited over in the grand celebration.

ABOUT

- It will be a 2 day fun and educational event about the multifaceted world of tea.
- The tea associations of the countries get together to make this series of events possible.
- Hands on experience programme

FEATURES

- It will provide experiences covering all aspects of tea, from the cultural to the historical and the sensory to the scientific.
- Experts and professionals from all over presenting their views and samples of tea.
- Organised in a large public space with small tea cafes serving authentic tea of the country
- The location can be in vicinity to tea gardens where possible so that people connect with the event better.
- Exhibitions about the latest development and progress of tea in that country.
- The production and development of tea culture explained
- Chance to taste a variety of tea uniquely prepared by the local people and from other countries
- Opportunity to sample some of the finest teas from all over the world
- Presentations led by leading tea authors and industry experts

TEA EVENT

- Demonstration of the classic way of serving tea and the tea ware used
- Talk about the different snacks and food items to go with tea
- Special chefs and experts to guide on the snacks
- People try a variety of eatables like biscuits, cakes, other snacks.
- Visit to the tea garden/companies/around the new country
- Shop for tea wares, tea related products, recipe books, special tea flavours, spices from the countries
- Tea goodies- mugs, bags, caps, magnets, badges etc
- Maintain a blog throughout to keep people in touch even later and keep updating tips
- Special offers for accommodation and travel tickets
- Sponsors for the event- festival and separate events
- Volunteers from the country to help the cause

BENEFITS

- Tea culture in all the three countries grow
- People from the other countries appreciate the taste of the other
- A get together of the different cultures
- People socialising and connecting over a cup of tea
- Knowing the world around you
- Promotion of tea as a social drink