

OTOP TAIWAN ENGLISH NEWSLETTER

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# *Taiwanese tea culture*



# ABOUT TEA



**Tea is the most consumed beverage in the world, excluding water. Taiwanese tea has gained its international reputation long before 150 years ago.**

**The island's warm climate is ideal for the growth of tea plants. To be exact, there are dozens of types of tea, of which the color, aroma and taste are the essences of Taiwanese tea.**

# Do you know?

**Do you know there are hundreds of varieties of teas in Taiwan in addition to the commonly known oolong tea? Besides what we often hear of, such as green tea, black tea, oolong tea, white tea and dark tea, there are also Honey Scented Black Tea, Pouching Tea, Tiehkuanyin, Oriental Beauty and other dozens of tea variations.**



**The texture of teas varies by types of tree plants, the growing areas and production artistry. Every kind of tea plant has its unique fragrance; each origin nourishes tea plants with distinctive temperament, not to mention the difference in production procedures such as roasting, fermenting, etc.**



**These are the reason for such extended varieties of tea types.**



## KUMY TEA PLANTATION



**Lishan tea grown above 1700 meters represent the best of Taiwanese high mountain tea. Compared to other tea growing areas, Lishan is at a higher altitude with colder weather. To survive in such a relatively more frigid environment, the leaves of Lishan tea contain more glucose and amino acids with less bitter tea polyphenols as the sunshine hour is shorter, too.**

**This special environmental condition creates the unique alpine flavor of Lishan tea which is refreshing, smooth, nectarous and non-stimulating. Some high-quality Lishan tea even has a fruity taste of fresh green grapes.**

**The Lishan tea from Kумы Tea Plantation is cultivated in the fresh morning dew and wreathed mist of Lishan Black Forest.**



**The extreme fluctuation in temperature between night and day refines the luscious flavor of the tea, which is irrigated with pure mountain spring water to retain its original aroma, handpicked and yielded within a golden 36-hour production process. Every sip of the tea taken is like bathing in the untainted drizzle of Lishan Black Forest.**

## MING XIANG TEA



**Oolong tea is a kind of tea that requires the most complicated procedure and the longest time to produce.**

**Unlike other teas, frying leaves with attentive temperature control is critical in delivering oolong tea's unique flavor with depth. Do take the time to slowly savor and enjoy the grace and richness of the oolong delicacy.**

**With the vision of " not only make tea a product but also a value", Ming Xiang Tea took six or seven years of effort in research and development, and finally created the Tzen oolong tea in 2010.**



**The Tzen oolong tea is a blend of oolong tea, repeatedly roasted under mild heat in a bamboo roasting cage to achieve the radiant red tea color with a smooth and rich flavor that has a refreshing and long finish. It is an evocative taste that can be enjoyed over and over again.**





**In the Age of Sail, the United Kingdom had colonies throughout the world, thus introducing black tea to every corner under its political control. Today, black tea has become the most consumed tea. Taiwan also produces black tea, of which the best known is from Sun Moon Lake of Yuchi Township.**

**The owner of Wanda Natural Farming Firm first tasted Taiwanese Red Jade during his recovery at a friend's house in Nantou after a car accident. He was amazed by the aroma and the flavor of the tea and later decided to start growing organic tea plants. In order to adhere to the best quality, he used the most natural farming method free of pesticides and chemical fertilizer dedicated to producing the finest tea.**



**There were hardships and challenges during the process. Nevertheless, he finally wins over the consumers after years of perseverance as he firmly believes "it is never wrong to persist on doing the right thing."**