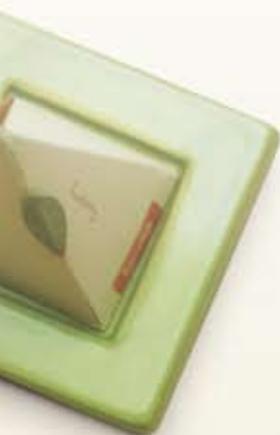


# Tea forté®

THE ART OF TEA

SUMMER 2007





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## ■ FROM TEA FORTÉ®

Dear Retailers,

On my recent trip to Italy, one of the highlights was an evening spent with family friends. It was there that I learned the true meaning of the Italian expression “La Dolce Vita”, the sweet life. Italy is a country that appreciates small things that make a life well-lived; a table surrounded with good friends and family, a perfectly balanced local wine, and conversation that lasts long after the meal is complete. What more can one wish for than time to savor the small things that make a moment special?

After an amazing dinner, the hosts presented a cup of sweet herbal tea. The tea was being offered as the dessert. What a perfect end to an unbelievable evening! My sweet craving was satisfied with a steaming aromatic cup of tea not a heavy, rich treat. No wonder everyone there looked so fit and radiant.

That evening became the inspiration for the Dolce Vita collection of dessert teas. I have searched the globe for sweet spices, fruit nectars, and aromatic teas to create our all-natural, delicious teas.

We are often told that Tea Forté not only caters to committed tea drinkers, but also opens the door to a multitude of people who are only now discovering the spirit of tea for the first time. My goals are to expand the arena of tea, raise the bar on flavor and bring tea into more of your everyday life. I am sure that you will agree that our new Dolce Vita dessert teas accomplish them.

We hope you and your customers will enjoy our new Dolce Vita collection, and that we can help to make all of our lives a bit more healthy and entertaining.

Best,

PETER HEWITT - FOUNDER



## ■ WELCOME

Blending the finest teas for unparalleled flavors, aromas and an enchanting visual presentation, we have created an uplifting oasis.

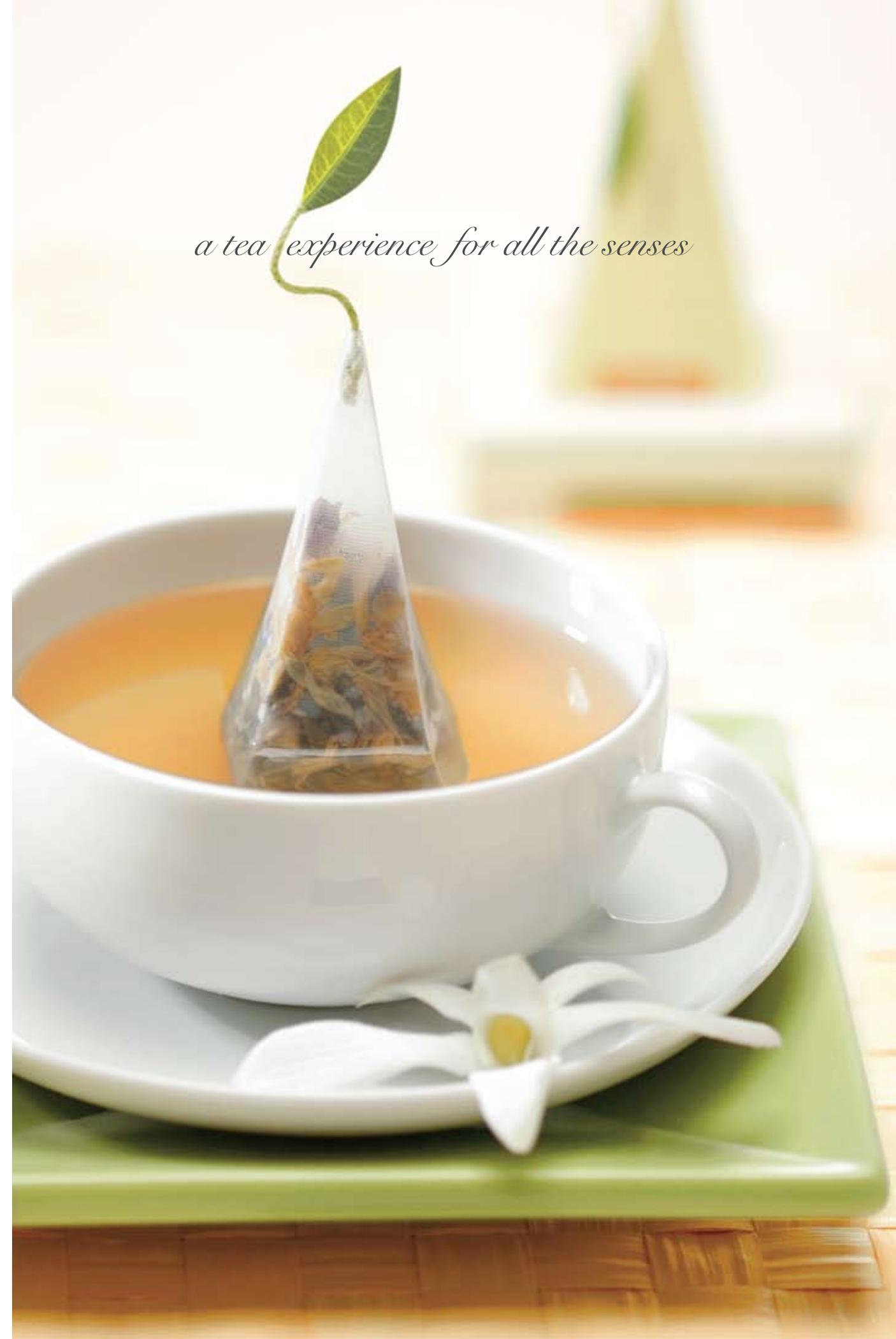
Our journey has been very personal and has led us to set up a small workshop nestled in the lush, magical tea gardens of China. In this workshop, each of our leaf-topped silken infusers is hand-crafted, using only freshly plucked teas and delicious blends of cut herbs, fruits and flowers.

Placed directly into a cup or small pot, the open weave fabric of our infusers allow the full range of exquisite flavors to be extracted, producing an extraordinary tea experience.

Our ceramic Tea Trays are an integral part of the Tea Forté experience. They are an ideal way to complement the Tea Forté service and provide a beautiful resting place for infusers after steeping.

Our goal is to bring you the finest teas and the most beautiful accoutrements to redefine the experience of tea in your life. Immerse yourself in a rewarding sensory experience with Tea Forté®.

*a tea experience for all the senses*



INTRODUCING  
*Dolce Vita*  
 ~ DESSERT TEAS ~



Sweet, decadent, and completely *indulgent*

*Dolce Vita... savor the sweet life with Tea Forté's new Dolce Vita collection of dessert teas. Sweet, decadent and completely indulgent.*

*We searched the globe to discover the most inspired ingredients: the sweetest, most intoxicating cinnamon, the richest cacao beans and the most luscious raspberries. Nature's most sumptuous sweets are blended to create confections that*

*surprise, delight and truly satisfy the cravings of the sweetest tooth. Served with milk and sugar or alone, it is a guilt-free reward to be enjoyed any time of day.*

*Slip in to a moment of pure indulgence and satisfy the craving for life's small pleasures. Enjoy them with Tea Forté's Dolce Vita and savor the sweet life!*



**RIBBON BOX** ~ 20 INFUSERS  
 MEASURES 4 X 8 1/2 X 3 3/8"

**new - DOLCE VITA** 13271  
 Coco Truffle, Belgian Mint, Raspberry Nectar, Orchid Vanilla, Vienna Cinnamon



**MEDIUM TIN** ~ 6 INFUSERS  
 MEASURES 5 X 7 3/8 X 1 5/8"

**new - DOLCE VITA** 12523  
 Coco Truffle, Belgian Mint, Raspberry Nectar, Orchid Vanilla, Vienna Cinnamon, White Ambrosia

*dessert*

These award winning tins are  
*non-stop* bestsellers.

## ■ GIFT TINS

Our lovely tins are best-sellers and have won numerous awards including "Best Gourmet Gift of the Year". Works of art themselves, the tins clearly display our delightful tea infusers. With a variety of retail price points, they make great gift options for every occasion.



SMALL TIN



MEDIUM TIN



LARGE TIN

### SMALL TIN ~ 2 INFUSERS MEASURES 3 9/16 X 4 1/2 X 1 5/16"

GINGER 12501  
FLORA 12503  
OASIS 12502  
EARL GREY 12530  
FORTE 12504  
CHAMOMILE TISANE 12532  
CITRUS MINT 12531  
MIXED CASE - A: 02505  
Ginger, Flora, Oasis, Forte  
MIXED CASE - B: 13501  
Earl Grey, Citrus Mint, Chamomile Tisane

### MEDIUM TIN ~ 6 INFUSERS MEASURES 5 X 7 3/8 X 1 5/16"

CLASSICS 12522  
Earl Grey, English Breakfast, Breakfast Decaf,  
Orange Pekoe, Estate Darjeeling, Black Currant  
ESCAPE 12521  
Citrus Mint, Chamomile Tisane, Oasis,  
White Ambrosia, Jasmine Green, African Solstice

EXOTICS 12519  
Bombay Chai, Green Tango, African Solstice,  
Ginger, White Ambrosia, Formosa Oolong

GREEN SAMPLER 12520  
Green Tango, Jasmine Green, Oasis

SAMPLER 12525  
Chamomile Tisane, Earl Grey, Citrus Mint,  
Flora, Oasis, Black Currant

**new** - DOLCE VITA 12523  
Coco Truffle, Belgian Mint, Raspberry Nectar,  
Orchid Vanilla, White Ambrosia, Vienna Cinnamon

### LARGE TIN ~ 15 INFUSERS MEASURES 8 X 11 X 1 5/16"

CLASSICS 13622  
Earl Grey, English Breakfast,  
Orange Pekoe, Estate Darjeeling, Black Currant

EXOTICS 13602  
Bombay Chai, Green Tango,  
African Solstice, Ginger, White Ambrosia

COLLECTION 13600  
Chamomile Tisane, Earl Grey,  
Citrus Mint, Oasis, Black Currant





Our Ribbon Boxes are *perfect* for entertaining.

■ RIBBON BOX

*This elegant Ribbon Box is wrapped with our satin ribbon and filled with twenty tea infusers. While it makes a great gift, this is also the best solution for entertaining and personal consumption.*



NEW WINTER COLLECTION

*'Tis the season for winter walks and long conversations by the fireside. These four exquisite blends have been specially selected for the season of family and friends.*

RIBBON BOX - 20 INFUSERS  
MEASURES 4 X 8 1/2 X 3 3/8"

HERBALS 13211  
Citrus Mint, Chamomile Tisane, Flora, Ginger

EXOTICS 13219  
Bombay Chai, Green Tango,  
African Solstice, White Ambrosia

CLASSICS 13222  
Earl Grey, English Breakfast,  
Decaf Breakfast, Estate Darjeeling, Black Currant

SAMPLER 13200  
Oasis, English Breakfast, Decaf Breakfast,  
Forté, Earl Grey, Black Currant, Bombay Chai,  
Chamomile Tisane, Citrus Mint and Flora

**new** - DOLCE VITA 13271  
Coco Truffle, Belgian Mint, Raspberry Nectar,  
Orchid Vanilla, Vienna Cinnamon

**new** - WINTER COLLECTION 13272  
Belgian Mint, Vienna Cinnamon,  
Bombay Chai, Black Currant

- GINGER 13250
- JASMINE GREEN 13263
- WHITE AMBROSIA 13267
- GREEN TANGO 13268
- BOMBAY CHAI 13210
- FLORA 13201
- OASIS 13202
- EARL GREY 13204
- FORTE 13203
- CHAMOMILE TISANE 13206
- CITRUS MINT 13205
- ENGLISH BREAKFAST 13208
- BREAKFAST DECAF 13209
- BLACK CURRANT 13207
- new** - AFRICAN SOLSTICE 13269
- new** - ESTATE DARJEELING 13270

*Ribbon*

Our signature loose teas in *elegant* silver towers.

■ LOOSE TEA

*These parchment-wrapped canisters contain the same inspired tea blends that are found in our silken infusers. Perfect for times when you want to brew a pot of tea. Each airtight container will make approximately 35 servings.*



LOOSE TEA CANISTER

MEASURES 8 X 2 1/8"

- FLORA 15501
- OASIS 15502
- EARL GREY 15504
- ENGLISH BREAKFAST 15508
- CITRUS MINT 15505
- CHAMOMILE TISANE 15506
- BLACK CURRANT 15507
- WHITE AMBROSIA 15567
- AFRICAN SOLSTICE 15569
- GREEN TANGO 15568
- JASMINE GREEN 15563
- BOMBAY CHAI 15510



*Loose*

BLACK TEA

GOLDEN LIQUORS DISTINGUISH BLACK TEAS FROM THEIR GREEN TEA COUNTERPARTS. SWEET AND SMOOTH, MEDIUM TO FULL BODIED. CONTAINS CAFFEINE.

*Forte*

Our signature blend of fine Ceylon black leaf teas with a sprinkling of delicate jasmine flowers. A truly elegant, medium-bodied and slightly floral cup results from every steeping of this smooth and satisfying blend. Worthy of our name in every way.

*English Breakfast*

Classic breakfast tea at its finest. Rich and smooth flavor with a full body and aroma. Our perfectly balanced blend of superb India teas steeps a great cup, morning, noon or evening. Try this tea straight up, or add milk and sweetener to taste.

*Breakfast Decaf*

We traveled to the Eden-like island of Sri Lanka to find this delicious decaffeinated tea. Rich, elegantly simple and fully satisfying. A great night's sleep is guaranteed.

*Estate Darjeeling*

The delicate aroma of pristine alpine forests with an undercurrent of roasting nuts laces each cup of our sought after Estate Darjeeling tea. Extremely flavorful, crisp and perfectly balanced, this tea exceeds the most discerning expectations.

*Earl Grey*

Our elegant classic incorporates the most flavorful China black tea with first-pressed oils of the bergamot orange. A finely balanced citrus-like cup, slightly floral and deeply satisfying. Marigold petals and safflowers heighten the experience and add a contemporary sparkle.

*Black Currant*

Fruity and inviting aromas rise from every cup of our rich China black tea. Infused with black currants and blended with blackberry leaves. Naturally sweet, fully satisfying and unabashedly habit forming.

*Bombay Chai*

This enticing blend of fine Indian black teas and rare spices flaunts a deliciously aromatic and flavorful cup. Spicy, yet well balanced. Travel through the exotic paths of India could not yield a more satisfying tea experience.

*Orchid Vanilla*

Extravagant in its simplicity. This divine blend of fine black tea, Madagascar vanilla and coconut slivers is the ultimate indulgence. Smooth and luxurious, serve with milk and sugar to enhance its character.

*Vienna Cinnamon*

Elegant, intoxicating and soul-stirring, like the city itself. The sweetest cinnamon is blended with black tea to create an infusion that will transport you to a lingering afternoon in a Viennese cafe. Its unique, spicy-yet-sweet balance is thoroughly satisfying.

GREEN TEA

VALUED FOR THEIR NUMEROUS HEALTH BENEFITS AND FLAVORS. GREEN TEA CONTAINS SOME CAFFEINE.

*Oasis*

True to its name, this welcoming blend of fine green teas, spring flowers and citrus boasts a delicate and alluring character. Refreshes as it relaxes your mind. High in antioxidants. A true respite from the stress of everyday life. Restorative and rejuvenating.

*Green Tango*

Deliciously fragrant mangoes scent every cup of our lightly steamed green tea. A hint of the tropics in every satisfying sip. Spring grown leaf teas, sweet mango and delicate flower petals add their magic to this flavorful and aromatic blend.

*Jasmine Green*

The enchanting scent of night-blooming jasmine is captured in every cup of this light and floral green tea. Spring grown and scented in remote gardens of south China, our beautifully styled green tea leaf steeps to a seductive infusion. Flower petals add to the allure.

- Dessert Teas -



- Orchid Vanilla*
- Vienna Cinnamon*
- Belgian Mint*
- Coco Truffle*
- Raspberry Nectar*

HERBAL TEA

WE TRAVEL THE WORLD TO FIND THE FRESHEST AND PUREST HERBS, FLOWERS AND SPICES FOR OUR DELICIOUS AND BEAUTIFUL TISANES. CONTAINS NO CAFFEINE.

*African Solstice*

A gratifyingly fruity blend of rooibos, with wild berries, hints of vanilla and a sprinkling of rose petals. A revered herb heralding from the wilds of South Africa, our rooibos is rich in flavor and high in antioxidants.

*Belgian Mint*

Two favorite flavors, chocolate and mint, delight in a light, refreshing, yet fully gratifying cup. Cacao beans and peppermint are perfectly balanced to create an infusion with a tempting aroma and a finish reminiscent of chocolate mint cookies.

*Chamomile Tisane*

Naturally quieting with a nearly magical ability to relax the senses. Shades of citrus and vanilla add to the relaxing qualities of this wonderful chamomile tisane. Appealing to herb lovers of all ages.

*Citrus Mint*

Literally breathtaking, our Citrus Mint provides a chill that truly warms the spirits and amplifies the enjoyment of any meal. The perfect finale to every sumptuous dining experience.

*Coco Truffle*

The world's finest cacao beans create this rich, chocolate reward. Infused with fennel, licorice and cardamom, this blend is more gratifying than a velvety chocolate buttercream truffle, as it is savored without remorse.

*Flora*

A magnificent ruby red cup as clear and enticing to the eye as it is to the palate. Soft fruit notes surround every full bodied sip. A quiet base of hibiscus flowers, cinnamon sticks and licorice root.

*Ginger*

Bold and enticing with the lively character of sweet ginger. A bit of lemon verbena soothes the spirit while a hint of black pepper heightens the spicy afterglow.

*Raspberry Nectar*

A luscious, juicy raspberry blend that brews a dramatic, flavorful cup. Succulent as a basket of hand-picked raspberries, ripened to perfection in the summer sun. Its vibrant flavor complements the promise of the beautiful, clear red liquor.

WHITE TEA

THE PUREST OF TEAS WITH DELICATE FLAVOR AND HEALTH BENEFITS. CONTAINS SOME CAFFEINE.

*White Ambrosia*

Our fine white tea melds seamlessly with delectable fruits, vanilla and slices of coconut to create a cornucopia of tropical delight.



WHITE AMBROSIA



AFRICAN SOLSTICE



JASMINE GREEN



GREEN TANGO

■ STEEPING

Bring freshly drawn cold water to a boil (use near boiling for green and white tea). Pour water over silken infuser or one rounded teaspoon of loose tea.

Allow to steep:

- GREEN & WHITE: 2-3 MINUTES
- BLACK & HERBAL: 3-5 MINUTES

Remove infuser or tea leaves and sweeten or add milk, if desired.

# {glass}

## ■ SONTU GLASSWARE

We discovered a group of artisans in Asia that make glass the old fashioned way; hand blown. This elegantly thin, high temperature glass has extraordinary clarity with distinctive crisp lines and simple forms. Both pieces showcase the beauty of the Tea Forté infuser and our jewel-like teas, adding a rich accent to the Tea Forté presentation.



## ■ TEA CUP

This wide rim glass cup has an open, luminous feel that showcases the beauty of the Tea Forté infuser and colorful teas. The cup sits on a dramatic oversized saucer adorned with our leaf icon. - 6 oz tea cup



SONTU TEA CUP  
MEASURES 6 9/16" X 6 6/16" X 2 3/4"  
TEA CUP 20900

## ■ TEAPOT

This elegant teapot is a clean, modern twist on the traditional round teapot. The glass lid has a hole for our signature leaf and stem, creating a stunning Tea Forté presentation. Fits perfectly on top of the tea cup for an intimate tea-for-one service. - 12 oz teapot



SONTU TEAPOT  
MEASURES 5 1/2" X 5 7/16" X 4"  
TEAPOT 20910

The Café Cup has quickly become a *'must have'* of the Tea Forté® experience.

#### ■ CAFÉ CUP

*Our elegant porcelain teacup ensemble is a great way to brew Tea Forté silken infusers. The custom cover keeps tea hot while brewing and reveals our signature leaf. Remove lid and enjoy a piping hot, aromatic cup of tea. Packaged in a wooden gift box.*

**CAFÉ CUP**  
BOX MEASURES 4 7/8" X 4 7/8" X 3 1/2"  
20600



#### ■ SOHO PLATE

*Tea Forté continues to transform the ceremony of tea into modern art with our festive Soho Plates. Present mouth-watering delicacies on these plates to add color and drama to any setting. Select from celery green, terra cotta or butter yellow. Mix and match with our colorful Tea Trays to create a customized palette for your table. Four plates come packed in a hand-crafted wooden box.*



**SOHO PLATE - SET OF 4**  
BOX MEASURES 6 1/2" X 6 1/2" X 3"

CELERY GREEN 20800  
BUTTER YELLOW 20802  
TERRA COTTA 20801

*serve*

*color, color, color!*  
You asked for it, you got it.

■ TEA TRAY

*Color, color, color! Our Tea Trays now come in four spirited colors, packed in an attractive paper box with a set of two trays.*

TEA TRAYS

BOX MEASURES 1<sup>5</sup>/<sub>8</sub> x 2<sup>7</sup>/<sub>8</sub> x 2<sup>7</sup>/<sub>8</sub>"

CELERY GREEN 20509

TERRA COTTA 20510

BUTTER YELLOW 20511

BONE WHITE 20512



■ OVAL TRAY

*This artful, maple serving tray is the perfect way to bring tea, a scone and a note of love to someone curled up in a cozy spot. Designed to generously hold a Café Cup, Tea Tray and the Teardrop Creamer & Sugar. Comes in a lovely, green gift box.*



OVAL TRAY

BOX MEASURES 7<sup>1</sup>/<sub>2</sub>" x 10" x 1"

20602

*trays*



## TEAR DROP TEA SET

*This modern composition of artful forms and clean lines draws on both Eastern and Western teapot design. The inspiration for this porcelain and stainless steel tea set came from folded paper forms.*

*Proportioned to brew one silken infuser, this teapot will more than fill the two demitasse cups. This set includes the teapot, creamer and sugar, two cups and two Tea Trays. Packaged in a luxurious green gift box.*



TEAR DROP TEA SET  
BOX MEASURES 5 1/2" X 9 1/2" X 6 7/8"  
20700



CREAMER & SUGAR  
BOX MEASURES 3 3/8" X 3" X 2 3/4"  
20710

*indulge  
someone  
with a personal  
tea service.*

## CREAMER & SUGAR

*Tea Forté transforms the tea ritual into modern art with our porcelain Teardrop Creamer & Sugar, combining natural forms with geometric simplicity.*



*serve*

# Giving



## ■ REJUVENATION GIFT BOX

*Our Rejuvenation Gift Set was created with an individual tea drinker in mind. Tea Forté's signature porcelain Café Cup, ceramic Tea Trays and pyramid infusers transform an afternoon cup of tea into a rejuvenating ritual of quiet contemplation. The gift set includes:*

- *Medium Tin Sampler with six infusers*
- *One porcelain Café Cup in a coordinating box*
- *Two ceramic Tea Trays in celery green*

**REJUVENATION GIFT BOX**  
BOX MEASURES 12 1/2 x 5 1/2 x 4"  
17301



## ■ TEA DUET GIFT BOX

*Give the gift of quiet conversation and shared secrets with the Tea Duet Gift Set. Everything you need to create a memorable moment for two is included in this beautiful keepsake box.*

- *Ribbon Box Sampler with twenty infusers*
- *Two porcelain Café Cups in coordinating boxes*
- *Two ceramic Tea Trays in celery green*

**TEA DUET GIFT BOX**  
BOX MEASURES 9 3/4 x 10 1/2 x 4"  
17204



■ SALES TOOLS



*Merchandise, educate, excite and even brew tea for your customers with our collection of sales tools.*

*“This set immediately brought the Tea Forté story to life for our customers. Suddenly they realize, ‘It’s a tea bag!’ Not only does it explain the products, but it also sells the whole system.”*

■ DELUXE POP KIT

Everything needed to display the Tea Forté experience:

- Acrylic display stand and card
- Two silken infusers
- Celery green Tea Tray
- Porcelain Café Cup
- Oval Tray



**DELUXE POINT OF PURCHASE KIT**  
LIMIT ONE PER CUSTOMER  
30202



■ PRESENTATION TRAY

*A solid hardwood tray with polished metal inlays to display our infusers in tidy rows. An excellent way to present your tea selection. Holds 24 infusers.*

**PRESENTATION TRAY**  
MEASURES 9 X 127/8 X 1"  
20003

*“These display pyramids are real show stoppers!”*



■ 22-INCH DISPLAY PYRAMID

*Use these monumental pyramids to merchandise your Tea Forté collection, place in the window or just add drama to your store. Our highly detailed replicas of Tea Forté infusers are almost two feet high and come with two in each envelope. Set up in seconds.*

**DISPLAY PYRAMID**  
MEASURES 9 1/2 X 22"  
30201

*“Last Saturday we sampled tea in our store. Not only did Tea Forté sales increase dramatically, but our customers really enjoyed the tea.”*

■ SAMPLING KIT

Contains everything you need to brew and sample Tea Forté in your store.

Includes:

- One pound loose tea
- 300 Tea Forté branded cups (4oz)
- Tea Forté branded Pump Pot
- Hot water kettle by Bodum
- French Press by Bodum
- Timer & steeping instructions



**SAMPLING KIT**  
30203



Tea fortē

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ITEM#992500 - WHOLESALE