



PRESS RELEASE

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Tea Workshop: Indonesian Tea Tradition Merges with Modern Tea Drinking Culture



Los Angeles, 6 October 2017 – In a creative tea workshop that took place at Chado Tea Room, Downtown Los Angeles, California, on October 6, 2017, the tea tradition that is deeply integral to Indonesia was presented for the first time innovatively in the form of a ginger tea latte. By inviting business people and tea enthusiasts in the US, the workshop aims to educate the United States market about Indonesian tea tradition, history, and innovation. Participants who attended were local tea business CEOs (such as from Tekola Tea), coffee shop baristas, local university students, and other tea connoisseurs.

The workshop featured one of the pioneers in Indonesian organic tea plantation, Melanie Halim and a certified Tea Master, Inggrie Wijaya. Melanie introduced the history of Indonesian tea traditions and presented the various ways that indigenous Indonesians drink tea, such as Tegal Tea and Talua Tea. Furthermore, Inggrie demonstrated the making of ginger tea latte using original Indonesian products, such as Singabera's Premium Ginger Drink and Organic Coconut Sugar. Participants also enjoyed other Indonesian products such as JANS's Banana Cookies biscuits and a variety of oolong, white, and black teas from Harendong's organic plantations in Banten, Indonesia.

The history of tea that is deeply rooted in Indonesian culture developed a variety of tea that has increasingly grabbed interest and attention of people from the US. For example, the ginger tea latte is a representation of the inclusion of tea latte in various coffee shops. The ginger tea latte is a great addition to the consumption of tea, especially in the winter season. This ginger tea is also great when combined with Baileys Irish Cream and coconut shavings.

"While coffee seems to be the 'go-to' drink for those looking for hot drinks, the rest of the world is actually more dependent on tea. Aside from water, tea is the most popular beverage in the world. In the United States alone, tea imports have increased by more than 400% since 1990," said Consulate General of the Republic of Indonesia in Los Angeles, Simon Soekarno, who opened the workshop.

Indonesian tea exports to the US in 2016 rose 33% from 2015, reaching a total of US\$8.8 million. Indonesia ranks 12th among other top tea exporting countries to the US, such as China, Argentina, and India. Meanwhile, according to the US Tea Association, tea consumption in the US reach

about 84 billion cups with 84% of those consumption coming from black tea, 16% from green tea, and the rest from oolong and white tea. Data from Beverage Marketing Corporation (BMC) also shows that the largest increase of tea products in America is in ready-to-drink (RTD) teas.

The tea promotion campaign continued the next day in the form of a public Tea Bar in the Ikat and Tea Explore Indonesia Festival 2017 at 3rd Street Promenade, Santa Monica, California. This tea workshop and festival is the result of cooperation between Indonesia Trade Promotion Center (ITPC) Los Angeles, Consulate General of the Republic of Indonesia (KJRI) Los Angeles, Indonesian Women Alliance (IWA), and Agriculture Attaché in Washington DC.

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