



**This club will fit
you to a TEA!**
Coming Soon!



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It's Tea Time

Interview with Joshua Kaiser, founder and CEO of Rishi Tea

Fall has finally arrived and what better time to cozy up to a nice hot cup of tea! Even more so now since our "Tea Club" is coming soon with a little help from our friends at Rishi Tea. There's no better way than to start your day with a cup of black tea or end it with a spot of chamomile. Before you put your kettle on, we've enlisted Joshua Kaiser from Rishi Tea to tell us all about Rishi Tea and how to choose the right tea for you.

Q Tell us how Rishi Tea got started.

Rishi Tea was founded in 1997. We believed that the North American market would embrace traditionally made artisan teas. We've grown quite a bit in the years since, but we still produce almost everything by hand to offer the best possible quality. We import our teas on a garden-direct basis.

What types of tea do you offer and how do you choose the tea that's right for you?

We offer a broad range of traditional full-leaf teas from all the major categories and many origins, ranging from green, white, yellow, oolong, black and pu-erh as well as blended, flavored and herbal teas.

The best way to find the tea that's right for you is much the same as discovering which wines you prefer. Start off by selecting one or two blends of tea from the major tea categories and see what appeals to you the most and take it from there.

What are some of the misconceptions people assume about tea drinking?

The two most common misconceptions that we run into are that tea is complicated to prepare and that it's expensive. Neither is true. If you can boil water, you can make great tea.

When it comes to brewing tea, good water and a few minutes are all that's necessary. Tea is also one of the great affordable luxuries in the world. A pound of tea may cost a lot but it yields dozens if not more than 100 cups. The real cost of tea is the cost per cup consumed, and when you do the math even our most expensive teas work out to only 50 cents a cup.

What are the newest trends in teas?

The one major overall trend in tea is that the North American market is really starting to mature in its appreciation for quality, much like the wine market has over the past 30-plus years. Tea is in a much earlier stage of that same process and it's taking place over a broad demographic, which is really exciting.

