



As a winner of 11 First Place awards at the 2009 World Tea Championship, Rishi Tea is thrilled to participate in the 2010 [World Tea Expo](#) taking place June 11 through the 13th in Las Vegas. Please join us for a very special Japanese tea ceremony, a tasting of 2010 Fresh Crop Teas and a presentation by Joshua Kaiser, founder and tea buyer of Rishi Tea.

Rishi Tea invites you to a very special Japanese tea ceremony, known as Sencha-do, taking place June 11th – June 13th at **11:45am, 2pm and 3:30pm** in **Booth # 401**. Mr. Yasukura, a master of Sencha-do from the Obaku Kofu Ryu established in 1959, will lead the ceremonies and demonstrate the way of four green teas including Gyokuro (Secret Garden), cold-brew [Sencha](#), hot-brew Sencha and [Bancha](#). Each session will feature one tea and last 40 minutes and are open to all on a first come, first served basis.

Cha No Yu, the Japanese tea ceremony using Matcha powdered green tea is known to many, but few outside of Japan are familiar with the ceremony for loose leaf tea called Sencha-do.

Sencha-do or “the way of Sencha,” became widespread in Japan during the 19th Century. Sencha-do became a non-political and less formal means for Japanese intelligentsia to rebel against the hierarchy and politics surrounding “Cha No Yu” powdered tea ceremony of the era. Sencha-do is inspired by the reclusive ancient Chinese tea sages and intellectuals that used tea as a social and more spiritual way to enjoy loose leaf tea to get away from the daily grind and enjoy life.

As with Chinese Gong Fu Cha, there are specific brewing methods and etiquette for Sencha-do ceremony, which include unique teaware and distinct pouring methods. Sencha-do schools and tea instructors practice unique brewing techniques and tea concepts specific to Sencha, Gyokuro and other Japanese green tea. Tea lovers and baristas can learn the brewing techniques that are unique to loose leaf Sencha and green teas by taking part in Rishi Tea’s Sencha-do Ceremony.

In addition to the scheduled Sencha-do classes, Joshua Kaiser, along with visiting tea experts, will lead focused tastings of **2010 Fresh Crop Teas** from Japan, Taiwan, China, etc. These tastings will be held at various times throughout the weekend in Booth # 401. Guests are welcome to join and share with us some of this year’s most exciting new teas, fresh from origin!

Lastly, join **Joshua for a presentation** on the foundation and strong points of Rishi Tea and its unique organic supply chain, taking place **Saturday, June 12th at 12:30pm** on the show floor of the World Tea Expo in the Vendor Presentation Theater.

For more information please email rishimarketing@rishi-tea.com or call 414-727-3945.