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**KNOW YOUR  
TEA**

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# Tea 101

HOW TO SPEAK THE TEA TALK.

## TYPES OF TEA

### BLACK

Fully oxidized, black leaf, amber cup color

### GREEN

Not oxidized, immediately heated post-rolling to halt oxidation, stays green in leaf and cup

### OOLONG

Partially oxidized, somewhere between green and black in leaf appearance and cup character

### HERBAL

All herbal teas are caffeine-free, and the most popular varieties are Chamomile (grown in Mexico, Chile and Egypt) and Peppermint (grown in Oregon and Washington, USA)

## FORMS OF TEA

Black, Oolong or Green

Regular or Decaffeinated

Flavored

Herbal Tea (Tisanes)

Organic

Instant, cold or hot water soluble

Liquid Tea Concentrates – bag-in-box, made from real tea

Iced Tea Mix – sugar-sweetened lemon or citrus-flavored

Ready to Drink (RTD)

## TEA GRADING

**ORANGE PEKOE** Long, thin, wiry leaves

**PEKOE** Leaves are shorter and not so wiry

**SOUCHONG** A round leaf with pale liquors

**BROKEN ORANGE PEKOE** Smaller leaf grade

**BROKEN PEKOE** Slightly larger than Broken Orange Pekoe

**BROKEN PEKOE SOUCHONG** Slightly larger than Broken Pekoe

**BROKEN ORANGE PEKOE FANNING** Much smaller than Broken Orange Pekoe

**FINES (DUST)** Smallest grade produced. Broken Orange Pekoe – not leaf grade. Good color and strength in the cup. A mainstay of the blend.





# Tea Facts

## BLACK TEA VS. GREEN TEA

- Black tea has virtually the same antioxidant levels as Green Tea
- Caffeine content depends on variety, growing area, cut of the leaf and the method and length of brewing
- Average caffeine content for an 8-oz. cup:
  - Black Tea: 40 mg
  - Green Tea: 14 mg
  - Coffee: 120 mg

## TEA BAGS

Tea bags are typically made of filtered paper or cloth, and they hold tea while it brews. Configured as folded filters, filter pouches or filter triangles, they are often packaged in individual paper envelopes or foil packets.

## STEEP TIMES FOR HOT TEA

Green	Oolong	Darjeeling	Black	Herbal
One tea bag or desired quantity of loose-leaf tea in 8 oz. of water				
175°F	195°F	195°F	212°F	212°F
Boil Water/ Cool for 3 minutes	Boil Water/ Cool for 2 minutes	Boil Water/ Cool for 2 minutes	Boil Water	Boil Water
Steep for 2-3 minutes	Steep for 2-4 minutes	Steep for 3-4 minutes	Steep for 3-5 minutes	Steep for 6-7 minutes



# Taste Attributes

USE YOUR NEW KNOWLEDGE AND THIS CHART TO CHOOSE WHICH HIGH-QUALITY BLENDS YOU PREFER.

RYKOFF SEXTON.



Brand	Tea Type	Description	Blend Type	With or Without Caffeine?	Sweetened or Unsweetened?	Packaging
Rykoﬀ Sexton®	Hot	This <b>organic variety pack</b> includes Caffeinated Ginger Peach, Earl Grey, Breakfast Blend and Steamed Green, and Decaffeinated Chamomile and Spearmint Lavender.	Variety	Both	Unsweetened	Pyramid sachet tea bags
Rituals®	Iced	The full, refreshing flavor in this <b>Orange Pekoe cut black iced tea</b> accompanies a superior depth of color.	Black	Caffeinated	Unsweetened	Filter or Foil
Rituals	Iced	This naturally <b>decaffeinated Orange Pekoe cut black iced tea</b> delivers bold flavor.	Black	Decaffeinated	Unsweetened	Filter Pouch
Rituals	Iced Concentrate	Real brewed <b>iced tea concentrate</b> .	Black	Caffeine-Free	Unsweetened	Bag in Box (BIB)
Rituals	Iced Concentrate	A real brewed <b>Sweet Raspberry iced tea concentrate</b> , sweetened with pure cane sugar.	Black	Caffeine-Free	Sweetened	Bag in Box (BIB)
Rituals	Iced Concentrate	Pure cane sugar sweetens this real brewed <b>iced tea concentrate</b> .	Black	Caffeine-Free	Sweetened	Bag in Box (BIB)
Rituals	Iced Concentrate	<b>Southern Sweet iced tea concentrate</b> , sweetened the old-fashioned way, with pure cane sugar.	Black	Caffeine-Free	Sweetened	Bag in Box (BIB)
Rituals	Hot	A delightful <b>variety of specialty teas</b> , including Caffeinated English Breakfast, Earl Grey, Darjeeling, Lemon Peel, Citrus Green and Orange Jasmine Green, and Decaffeinated Hint of Mint and Chamomile.	Variety	Both	Unsweetened	Envelope tea bags
Rituals	Hot	This <b>Orange Pekoe and Pekoe cut black tea</b> delivers a bold, smooth flavor.	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	Our <b>decaffeinated Orange Pekoe and Pekoe cut black tea</b> carries full flavor, without the jolt.	Black	Decaffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	The gentle taste of <b>green tea</b> .	Green	Caffeinated	Unsweetened	Envelope tea bags



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Brand	Tea Type	Description	Blend Type	With or Without Caffeine?	Sweetened or Unsweetened?	Packaging
Rituals	Hot	A full-bodied brew of world flavors, this <b>English Breakfast black tea</b> blends teas from Sri Lanka and India.	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	Comforting <b>Earl Grey tea</b> , a blend of black teas infused with oil of bergamot, carries a lovely citrus aroma.	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	Orange and cinnamon, combined in perfect proportion, in our <b>Orange Spice black tea</b> .	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	The bright zing of lemon harmonizes with spicy cinnamon in this <b>Lemon Peel black tea</b> .	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	Infused with the warmth of traditional Chai spices, this <b>Chai black tea</b> is a natural source of antioxidant flavonoids.	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	<b>Darjeeling tea</b> , "the Champagne of teas," is said to have been kissed by breezes over the Himalayas.	Black	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	Sweet citrus is in the air when you serve this <b>Citrus green tea</b> : a blend of green tea, orange peel and natural flavors that's a natural source of antioxidant flavonoids.	Green	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	Perfume the room with orange peel, green tea, jasmine green tea and natural flavors by serving <b>Orange Jasmine green tea</b> , a natural source of antioxidant flavonoids.	Green	Caffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	As refreshing as mountain air, our <b>Hint of Mint herbal tea</b> features Oregon peppermint.	Herbal	Decaffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	The finest Chamomile from Egypt and Mexico gives our <b>Chamomile herbal tea</b> its soothing taste.	Herbal	Decaffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	<b>Apple Cinnamon herbal tea</b> : an ideal pairing of classic flavors, with no caffeine.	Herbal	Decaffeinated	Unsweetened	Envelope tea bags
Rituals	Hot	<b>Our Raspberry herbal tea</b> brightens your day with flavor instead of caffeine.	Herbal	Decaffeinated	Unsweetened	Envelope tea bags



# Choose the Right Tea Brewer



## AUTOMATIC ICED TEA BREWING EQUIPMENT

3-5-gallon brewing system

- Place tea bag into brewing basket. For loose tea, place new filter and tea into brewing basket
- Place a clean, sanitized urn with cover in position

Following the manufacturer's instructions, start the brewing cycle:

- Water should be at least 195°F with a brew basket retention time of not less than one minute
- For optimal quality, a total brew cycle of between 3-5 minutes is recommended
- When brewing is finished, stir contents of dispensing urn with a sanitized stirrer (if brewing equipment is not equipped with an auto-blend feature) and put cover in position



## TRADITIONAL STEEPING METHOD

Each 1-oz. bag brews one gallon.

- Place tea bag into a clean, sanitized container for each gallon of iced tea desired
- Preferably, pour one quart of boiling water for each tea bag used and steep for 3-5 minutes
- Minimally, tea leaves should be exposed to water at a temperature of 195° F for approximately 5 minutes
- Carefully remove tea bag and add fresh, cold tap water to yield final quantity of iced tea

## Tea Profitability

### A QUICK LESSON ON HOW TO CALCULATE COST PER CUP

	Plain Iced Tea	Sweet Tea
Servings per Case	1,536	1,792
Revenue Servings per Case	1,075	1,254
Revenue per Drink	\$2.26	\$2.24
Cost per Serving	\$0.03	\$0.05 (tea and sugar)
Revenue per Case	\$2,430	\$2,809
Annual Profit	\$58,308	\$67,415

Based on a 16-oz. serving size at \$2.29 each.

30% waste/refills = 2 cases per month at \$41 per case.

Allow for 2½ lbs. of sugar per brew.

50 lbs. of sugar = \$21.15.

Adding \$33.60 in sugar = \$379 in additional revenue.

# Bag in Box (BIB) options

RITUALS® ICED TEA CONCENTRATE AND DISPENSING SYSTEM DELIVERS HIGH-QUALITY, REAL BREWED ICED TEA ON DEMAND.



**Perfection in every glass:** Setting a new standard of convenience for iced tea

- Captures the taste and experience of freshly brewed iced tea
- Fresher, fuller flavor than other concentrates
- Consistent taste and color, glass after glass

**Convenient dispensing:** Make what you need when you need it

- Minimum prep time
- Zero waste
- Easy-to-clean dispenser

**Safety first:** Refreshment you and your customers can rely on

- No holding time in dispenser; this eliminates spoilage
- Advanced brewing technology uses controlled, proprietary leaf blends

## RITUALS ICED TEA CONCENTRATE PRODUCT LIST

US Foods® Item #	Description	Pack Size	Recommended Ratio	Yield per Case
0443796	Unsweetened	2/1.5 gallons	15+1	48 gallons
0443861	Lightly Sweetened	2/1.5 gallons	15+1	48 gallons
0443572	Sweetened	2/1.5 gallons	11+1	36 gallons
0777433	Raspberry	2/1.5 gallons	15+1	48 gallons



# Choose the Right Tea Chests and Racks



APN #2347458

White, powder-coated wire display rack. Manufactured in the USA. Each rack holds eight Rituals® dispensing cartons for easy access. Rituals logo header for additional brand visibility.



APN #3347457

Hand-crafted cherry wood with rich cherry finish. Wood responsibly sourced in the USA. Rituals logo plate affixed to the inner lid. Elegant, functional display.



# Choose the Right Tea Chests and Racks

  
RYKOFF SEXTON.



## APN #4102210

Black, powder-coated wire display rack. Manufactured in the USA. Each rack holds six Rykoﬀ Sexton® dispensing cartons for easy access. Rykoﬀ Sexton logo header for additional brand visibility.



## APN #2881389

Hand-crafted cherry wood with rich cherry finish. Wood responsibly sourced in the USA. Rykoﬀ Sexton logo embossed on the inner lid. Elegant, functional display.

# Tea 101 Glossary

USE THIS GLOSSARY FOR A BIT OF TEA 101 AND SELL OUR BRANDS WITH CONFIDENCE.

## ASSAM

A black tea grown in the Northeast section of India. A strong, full-bodied tea with a rich robust flavor. Considered by many tea lovers to be a wake-up tea to be consumed in the morning. Often used in blends because of its strong taste.

## AROMA

An important consideration in cupping teas is the smell that is given off. A favorable aroma is most often associated with a flavorful taste.

## ASTRINGENT

A tea tasting term that describes a liquor which is pungent but inclined to be acidic.

## BLACK TEA

The most commonly consumed tea in the world, accounting for approximately 80% of all consumption. In the United States, well over 90% of the tea consumed is black. One of three major types of tea, the others being Green and Oolong. Black teas are the most processed of all teas in that they are oxidized or fermented.

## BITE

A very brisk and "alive" tea liquor. A desirable trait.

## BLEND

A mixture of teas from several different origins to achieve a certain flavor profile. Most branded teas in the United States use 20 or more origins to achieve their desired taste.

## BODY

Describes a tea liquor possessing fullness and strength.

## BRIGHT

A lively tea, usually with a red liquor.

## BRISK

Describes a live taste as opposed to flat or soft.

## BROKEN ORANGE PEKOE

A size of tea leaf comprising the smaller leaves and tips.

## CAFFEINE

A component of tea that stimulates the nervous system. A cup of tea averages 40 milligrams of caffeine versus approximately 120 in a cup of coffee.

## CAMELLIA SINENSIS

A species of evergreen shrub or small tree whose leaves and leaf buds are used to produce tea. Green, Black and Oolong tea all come from the same plant.

## CEYLON TEA

The common name of teas grown in Sri Lanka.

## CEYLON BREAKFAST

A blend of fine teas grown on the hillsides of Sri Lanka producing a rich golden liquor with superb flavor.

## CHAI

A blend of black tea with various spices and steamed milk as commonly drunk in India.

## CHINA OOLONG

A select blend of large leaf teas from China.

## CHOP

From the Hindi; means to stamp. A chop of tea means a certain number of chests all carrying the same brand.

## COPPERY

Refers to color of the tea liquor, like a new penny. A good trait, resulting from good manufacturing processes.

## DARJEELING

A very high-quality black tea grown in the Himalayan Mountains in Northern India. Called the champagne of teas.

## DULL

Tea liquor that is not clear or bright.

## DUST

A term used to describe the smallest particles of tea leaf.

## EARTHY

An unfavorable characteristic generally caused by storing tea under damp conditions.

## ENGLISH BREAKFAST

Traditionally, a blend of China Keemums. Today, the blend has evolved to include Ceylon and India teas to produce a full-bodied brew.

## ESTATE

A term used to describe a plantation or garden where tea is grown.

## FANNINGS

A very small size of tea leaf, although larger than dust.

## FERMENTATION

A term used to describe the processing of Oolong and Black teas. The actual chemical transformation that takes place is actually oxidation.

## FIBROUS

A term used to identify pieces of stem in tea.

## FIRING

Applying heat that denatures the enzymes in tea, to stop further oxidation.

## FLAVOR

Very characteristic taste and aroma of fine teas, usually associated with high-grown teas.

## FLOWERY ORANGE PEKOE

A large leaf size containing an abundance of tip.

## FLUSH

The new growth on a tea plant, consisting of a full complement of leaves. It takes about 40 days for a new bud to blossom into a flush.

## FULL

A strong tea with good color and no bitterness.

## GARDEN

Refers to a plantation or estate where tea is grown.

## GOLDEN TIP

A desirable feature resulting from good harvesting practices.

## GREEN TEA

Tea that undergoes minimal processing and most resembles the original green leaf.

## GUNPOWDER

A type of Green tea that has been rolled into pellets.

## GYOKURO

A prized Japanese Green Tea that is rich to the taste and pleasing to the eye. The tea undergoes special handling at every stage of its growth (shaded) and processing (hand-fired).

## HARD

A desirable quality suggesting pungency, particularly applied to Assam teas.

## HARSH

Refers to a tea that is bitter, which could result from picking (plucking) tea before it is ready.

## HEAVY

A tea that is not brisk and overly strong.

## I-CHIBAN CHA

A Japanese term referring to the first flush or first plucking of tea. It is generally a very delicate tasting tea.

## IMPERIAL TEA

A rolled Green Tea from Ceylon, China or India made from older leaves. It has a good aroma and is refreshing.

## JASMINE

The Chinese use Green Tea as the base and Jasmine flowers are used to scent the tea.



# Tea 101 Glossary

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## KEEMUN

A fine grade of Black Tea from China. It has a dark amber color and unique, sappy liquor.

## LAPSANG SOUCHONG

A fine grade of China Black tea with a distinctive smoky flavor which results from a unique drying process. Tea drinkers either love or hate the taste of this unusual tea.

## LIQUOR

The liquid provide by the brewing of tea.

## MOLDY

An undesirable trait characterized by a moldy taste and odor, resulting from improper storage.

## MUSCATEL

Describes a characteristic reminiscent of grapes. Also describes an exceptional characteristic found in the liquors of the finest second flush Darjeelings.

## NOSE

A term used to connote a good aroma of tea.

## OO LONG

Partially "fermented" tea that is allowed to wither, then is partially oxidized and dried. The term is of Chinese origins and means Black Dragon.

## ORANGE PEKOE

A large size of tea leaf. The tea is characterized by long, thin, wiry leaves that sometimes contain the white or yellow tip of the leaf bud.

## ORGANOLEPTIC

The process used by most tea tasters to evaluate the quality of a tea using all the senses.

## PAN-FIRED

A Japanese tea that is steamed and then rolled in iron pans to halt further oxidation.

## PEKOE

A size of tea leaf characterized by leaves which are shorter and not as wiry as Orange Pekoe. The liquors generally have more color.

## PLAIN

Describes teas that are clean and innocuous but lacking character.

## POINT; POINTY

A most desirable, brisk, pungent characteristic.

## POUCHONG

Some of the finest quality and high priced teas. A very fragrant tea that is also used as a base for making Jasmine Tea.

## PU-ER / PU-ERH

Technically classified not as black but dark black tea, the best of which is aged for decades before use. The base may be green tea or black, and its tastes and aromas can range from earthy to elegant. In China it has been customarily drunk with or after meals as a digestive.

## PUNGENT

Describes a tea liquor having marked briskness and an astringent effect on the palate without bitterness.

## QUALITY

Describes a preponderance of desirable attributes that are the essential characteristics of a good tea.

## RAINS; RAINY

Describes liquor of a dull, plain tea manufactured during the rainy season.

## RED TEA

Describes a product derived from the Rooibos or Red Bush plant.

## RICH

A mellow liquor which is abounding in quality and thickness.

## SCENTED TEA

These are teas which, after processing, are put in close proximity with various flowers or spices under controlled temperature and humidity conditions for periods of about four hours and then re-fired.

## SENCHA

Teas exported by Japan, comprising about 75% of Japan's total production.

## SILVER TIP PEKOE

A very costly tea from China made from full-grown buds of a special tea bush. This is also referred to as White Tea.

## SILVERY OOLONG

Another costly tea which utilizes the delicate whitish leaf from the first flush.

## SOUR

This describes an undesirable acid odor and taste.

## SPICY

A liquor having character, suggestive of cinnamon or cloves. This is sometimes, but not always, the effect of contamination.

## STALK

Used to describe a tea with visible stalk.

## STANDING UP

A term used to describe a tea that holds its original color and flavor.

## SUMATRA

Tea grown on the island of Sumatra. Its gradings and characteristics are similar to those of Java teas.

## TAINTED

An undesirable characteristic with a taste and odor foreign to the tea.

## TANNIN

The chemical component of tea thought to be responsible for its presumed health benefits. One of the major components contributing to the taste and pungency of tea.

## TEA

The leaf and extracted liquor of the shrub *Camellia Sinensis*. No other beverages merit the unqualified term "tea."

## TEA TASTER

An expert judge of the beverage. A person who uses organoleptic means to discern various characteristics and qualities of tea.

## TIP

The leaf bud of the *Camellia Sinensis* plant.

## THIN; WEAK

Tea liquor that lacks thickness or strength.

## TISANE

A term used to describe an herbal infusion.

## TOASTY

A tea that has been slightly over-fired during processing. It may be a desirable characteristic in some Darjeeling teas.

## WEAK

A term used to describe teas with a thin liquor.

## WHITE TEA

"Genuine" white tea is thought to be derived from the first flush buds of the tea bush and grown exclusively in the Fujian Province of China. "White Tea" refers to the silver-colored (white) hairs on the picked tea bud. White tea is the least processed of all teas. It isn't rolled first but is immediately fired.

## WELL TWISTED

A tea leaf which is tightly rolled or twisted, indicative of good withering.

## WIRY

Another term which means well twisted.





  
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**FOODS®**