

TEA

GROUP PROJECT



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INTRODUCTION

TEA AROUND THE WORD



TEA THROUGH...

ENGLAND



MOROCCO

JAMAICA

INDIA

KENYA

INDIA

INDIAN CULTURE



- The world's oldest about 4,500 years ago
- *"Sa Prathama Sanskrati Vishvavara"*



“In this view, societies outside of Europe or North America, or societies that did not follow the European or Western way of life, were considered primitive and culturally inferior. Essentially this included all the colonized countries and people, such as African _____ countries, India, and the Far East.”

INDIAN TEA CULTURE



Second largest producer of tea in the world

The world's largest consumer of tea

The largest exporter of tea after China

Three main Indian tea regions are :



**TRUMPING
DONALD**

A TE-A-ME INTERVENTION



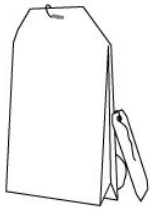
**TRUMPING
DONALD**

A TE-A-ME INTERVENTION



THE TRUE STORY

Many problems, one solution:



+



Make a cup of tea.

The history of tea drinking began with ...



— **BUDDHIST MONK**

THE WAY OF CONSUMING



ASSAM TEA

- BLACK TEA
- HEARTY BOLD FLAVOR
- MILK AND SUGAR
- STRONG AND RICH FLAVOR
- BREAKFAST TEA



THE WAY OF CONSUMING



DARJEELING

- COMPLETELY UNIQUE
- FLAVOR NUANCES
- A BASE FOR CHAI MASALA
- STRONG SPICES



THE WAY OF CONSUMING



NILGIRI

- FRAGRANT, BRIGHT AND FULL-BODIED
- FRUITY
- GREAT BASE FOR ICED TEA & TRADITIONAL INDIAN CHAI
- STRONG SPICES & MILK



THE WAY OF CONSUMING



CHAI

- MASALA CHAI
- CHAI WALLAHS
- STARBUCKS X 100

“Traditionally, a guest in any Indian home is welcomed with a cup of tea.”



MOROCCO

MOROCCAN CULTURE



- North African country that has a coastline on **both** the North Atlantic Ocean and the Mediterranean Sea.
- **Kind, warm**, and well known around the world for their **hospitality**.
- Invite you to his home **for a feast of all they have** to give.



MOROCCAN TEA CULTURE



- Brewing and drinking tea is a **much-loved tradition**.
- Hospitality and friendship.
- Tea is often prepared by the **male head** of the family and is considered to be an **art passed down through generations**.



THE TRUE STORY



- A **tradition**
- The preparation of tea, a process referred to as **“atai”**
- Done in front of the guests
- Considered to be drinkable if it has **foam on top**



**“Making Moroccan tea is an art and a skill that is
learned over time”**

THE WAY OF CONSUMING



- Served in **small** glasses
- If there is no foam, the tea is **not ready to be served** and needs to steep a bit longer, so the tea in the glass is **poured back into the pot**.
- Green tea, mint leaves and sugar



THE WAY OF CONSUMING



THE WAY OF CONSUMING

A WAY OF LIFE



- Few as three or it could be upwards of **ten**.
- When you visit a Moroccan house, the first thing they will do is **start brewing tea**.
- Tea is served **after lunch**, in the **early evening** for “snack” time, and maybe later in the evening **before bedtime** too.
- One of the first things children taste after their mother’s milk
- Important medicine

“Tea is drunk at the slightest pretext every hour of the day”

KENYA

KENYA



- English and Swahili
- East Africa
- Surrounded by Uganda, Ethiopia, Somalia and Tanzania





KENYA IS WELL KNOWN FOR:

- Landscape
- The cradle of Africa technology
- Safari
- Masai
- Coffee
- Tea

HISTORY

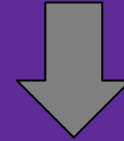


- The colonial history of Kenya started on the 8th century
 - Arabic and Persian
 - Colony on the coast
 - Independence : December 12th, 1963
 - First president : JOMO KENYATA
 - Actual president : UHURU KENYATA
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CULTURE



A BIG MIX OF CULTURE

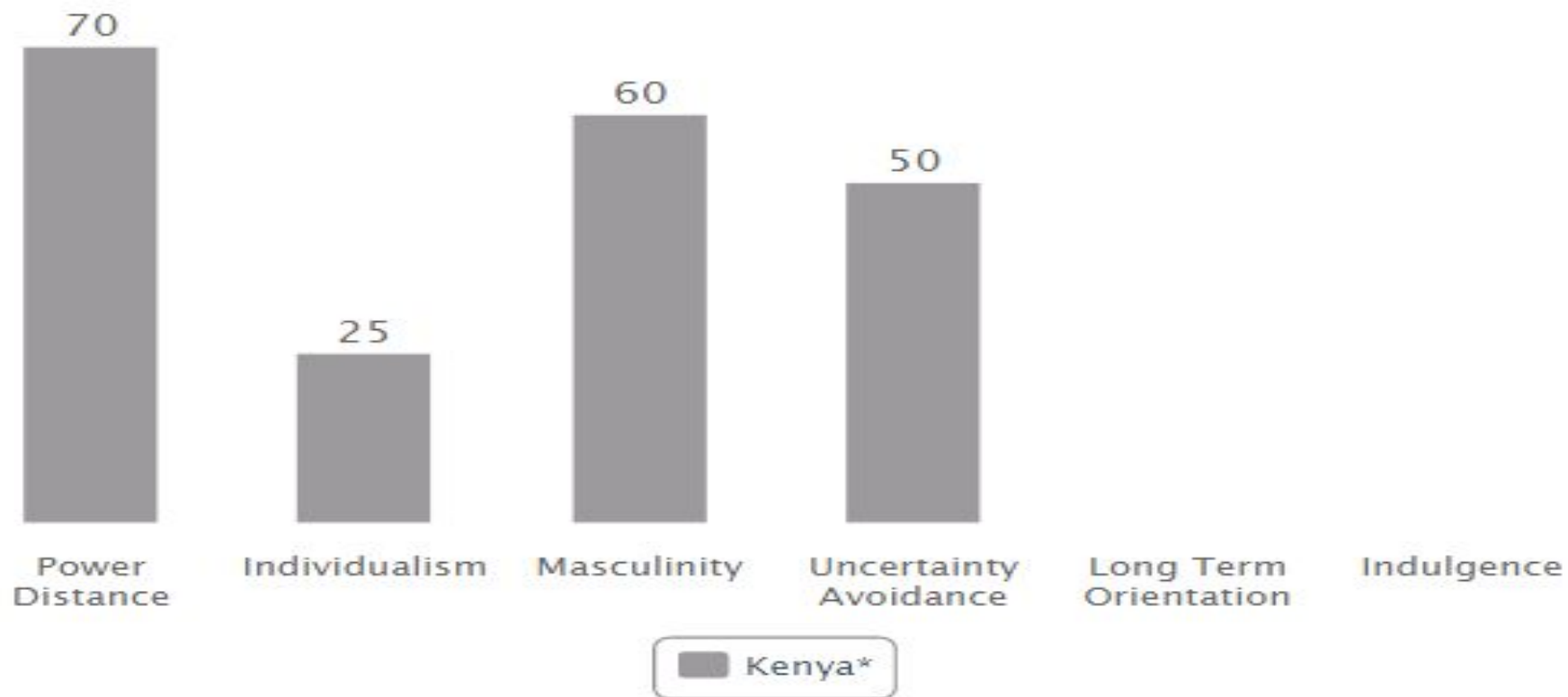


UNIQUE CULTURE IDENTITY

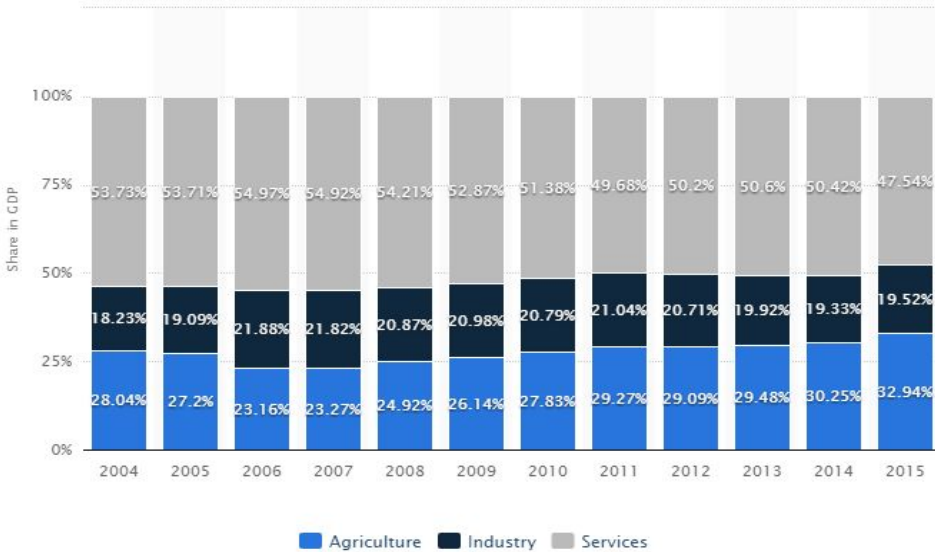


LIFESTYLE UNIQUELY KENYAN

Kenya*



DEMOGRAPHY AND ECONOMY



[Complete Source Details](#)

- Population : 48 083 720 people
- 70 tribes group
- GDP : \$ 63.4 Billion
- International trade equal 45% of GDP
- Economy based on: Tourism, Telecommunication, Agriculture

TEA IN KENYA



- A major foreign exchange earner
 - First introduced in 1903
 - Commercialization 1924 -> British entrepreneur company (Brooke Bonds)
 - Black tea , Green tea , yellow tea and white tea
 - Third producer in the world
-

TEA IN KENYA



- 90% produced on small farms
- Invest in research for better growth
- Bet on innovation (new varieties, withstand weather conditions...)

CHAI



- Swaali
 - Milk and Tea
 - Better prepare it 2 hours in advance
 - Loose tea leaves
 - Strained and put into a tea pot
-

TO PREPARE CHAI



- ★ Heat together in a 3 to 4 quart saucepan:
 - 1 cup water
 - 1 to 1/2 tsp tea leaves (or 1 tea bag)
- ★ Boil 10 minutes.

Add

- ★ 1 cup milk
 - ★ Heating near boiling. Add to taste:
 - 2 to 4 teaspoons sugar
-

LET'S DRINK IT



- Normal tea cup or a mug
- Always recommend to add sugar in it

Example : 2 sugar spoons for a Cup, 5 spoons for a Mug

- Served at: Breakfast , morning break, after lunch, afternoon tea, after dinner

The beverage choice in Kenya



JAMAICA

Jamaican Culture



Island country in the Caribbean Sea

It is the 3rd largest island in the Greater Antilles

Jamaican culture



"Out of many one people"

A rich, well-established and diversified culture

Social class

Language

National motto

Cultural transition

Functioning in Jamaican culture

Jamaican tea culture



The **Arawaks**, already tea consumers

1900s the era of loose ground leaves

1960s introducing the tea bag

1970s the nutritional and medicinal benefits of tea

The true story



Hibiscus tea



Lemon grass



Cerasse ginger



Mint

The way of consuming



Tea for breakfast and after dinner

Did you know?

Nearly all hot beverages are called “tea”

ENGLAND

ENGLISH TEA CULTURE

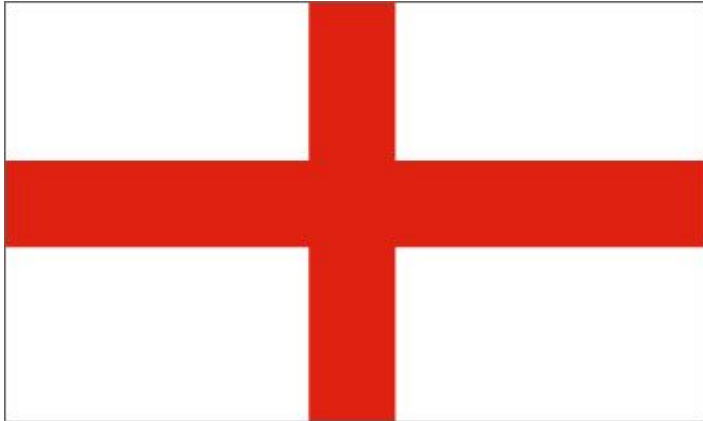


Coffee houses :

- High quality and expensive product



THE TRUE STORY



THE WAY OF CONSUMING



Most britons drink it with :

- a drop of low fat milk
- Sugar or not (white not brown!)

Step one : Sit up straight and spread a napkin on your lap

Step two : hold the cup by the handle and bring it up to your mouth

Step three : blow on hot tea to cool it down

Step four : take small sips and avoid raising your little finger



THE END



**KEEP
CALM
AND
LOVE
NEW YORK**