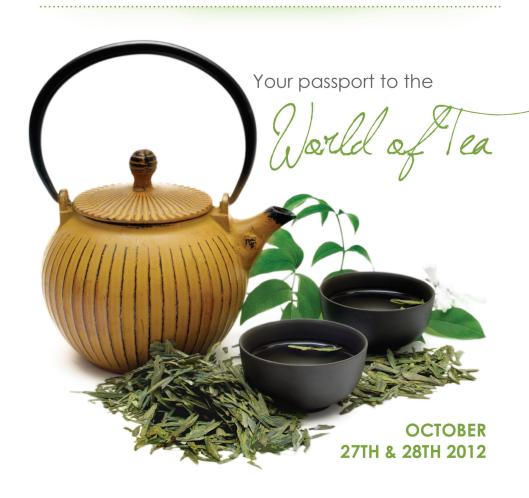


Ind Annual Los Angeles International Tea Festival

FESTIVAL GUIDE





JAPANESE AMERICAN NATIONAL MUSEUM

CURRENT AND UPCOMING EVENTS

Giant Robot Biennale 3 September 23, 2012 – January 20, 2013

The Japanese American National Museum presents Giant Robot Biennale 3, its third show in conjunction with Eric Nakamura, owner of Asian American pop culture juggernaut Giant Robot. The expansive show features a gallery of eight emerging artists along with a customized vinyl figure collection.

For more information, visit janm.org/exhibits/grb3/

Target Free Family Saturday Pop Culture!

Saturday, November 10, 2012, 11am – 4pm / FREE all day!

Have fun with pop culture as we celebrate the Giant Robot Biennale 3 exhibition. Target Free Family Saturday is great for the entire family and includes:

- Corn on the cob cookies
- Hip hop dance classes
- Silkscreen a t-shirt or totebag (first come, first served)
- Make your own comic strip
- Hands-on watercolor workshop with Giant Robot Biennale 3 artist, Rob Sato

For more information, visit janm.org/target





Welcome Tea Lovery

You belong! As a tea drinker you play your part in an ancient global trade that links tea producers, tea dealers and tea consumers in a single world-wide community. As representatives of that community in Los Angeles, this is our chance to meet and celebrate our love of tea together. If music is the international language, tea is our international drink and here it is to enjoy in all its forms from China's cha and Japan's cha-no-yu to India chai and British Afternoon Tea, to mention only a few. In California all the world's tea traditions are at home and ours to enjoy. Please take a few hours to relax with old favorites and make new friends while sharing and discussing one of the treasures of the world--tea! You are at home.



Tekeste Mehrateab



Reena Shah



Faith Ann Bailes





San Francisco's world-famous Imperial Tea Court is renowned as an exclusive source for many of the most highly acclaimed and sought-after teas produced today. Magnificently appointed by visiting Chinese craftsmen and opened on the fourth of July, 1993 in Chinatown, Imperial Tea Court represents the life-long commitment to the art and tradition of all aspects of tea of co-founders, Grace and Roy Fong. Their mutual love and respect for authentic, hand-crafted Chinese teas (and their difficulty in obtaining them in the United States) led to the initiation of direct relations with tea growers and producers in China and Taiwan, and ultimately to the establishment of Imperial Tea Court.



San Francisco

The Ferry Building Marketplace 1 Embarcadero, San Francisco, CA (415) 544-9830

Berkeley

In the Gourmet Ghetto 1511 Shattuck Ave., Berkeley, CA (510) 540-8888



Book Signing Schedule

Saturday, Oct. 27th 2012

11:30 am - 12:30 pm James Norwood Pratt

1:00 pm - 2:00 pm Roy Fong

2:00 pm - 3:00 pm Robert Wemischner

3:15 pm - 4:15 pm Diana Rosen

Sunday, Oct. 28th 2012

11:30 am - 12:30 pm Roy Fong

1:00 pm - 1:30 pm James Norwood Pratt

4:00 pm - 5:00 pm Robert Wemischner







TEA SOMMELIER

By Devan Shah & James Norwood Pratt

A concentrated overview of tea designed by two of the men who have inspired and guided America's Tea Renaissance, author James Norwood Pratt and Devan Shah, founder of International Tea Importers and Chado Tea Rooms. They teach fundamentals of tea history, origins, "terroir," varietals and production. A course to inspire you with a love and understanding of mankind's favorite beverage. Students will receive a certificate upon completion.



AN INTRODUCTION TO TEA

By Steve Schwartz

Let's start at the beginning and see how tea became the most consumed beverage in the world. How is tea like wine? Is all tea black? Is it all grown and processed the same way? So many questions and Steve Schwartz has all the answers. Come and build a good tea knowledge foundation.



DISCOVER THE WONDERS OF GREEN TEA

By Den Shirakata

Green tea has gained huge popularity in the U.S., yet much is unknown about it. Den Shirakata, a licensed tea instructor and a third generation Japanese tea merchant, shares his knowledge of tea history, tea production and green tea health benefits



GREEN TEA OF JAPAN

By Rona Tison

Explore the expansive world of Japanese green teas- it's history and many varietals ranging from classic Sencha to Matcha, a ceremonial powdered green tea. Learn the special brewing techniques and proper use of Japanese teaware, along with the many uses of the tea leaves. From various health benefits to beauty and cooking tips, learn to enjoy the ancient tradition of green tea by integrating Japanese tea in today's modern and busy lifestyle.





ALL THE TEA IN INDIA

By Devan Shah

India is the motherland of diverse teas from some of the world's greatest and most varied tea regions. Tour India's tea worlds with native son Devan Shah and experience the power of rich Assam leaf, the delicacy of rare Darjeelings and the fragrant joy of Nilgiri teas--three of the finest black teas grown anywhere in the world, all wildly different and each uniquely Indian. Devan's areatest tour.



ALL THE TEA IN CHINA

By Roy Fong

A rare opportunity to look into the world of Roy Fong and have a conversational exchange about China. China is the birthplace of tea and of Roy Fong and as often as possible he returns and travels extensively. This Tea Master now helps us understand the lure of China's charm and the mystery exerts on him and all tea lovers.



ALL THE TEA IN CHINA: OOLONG

By TBA



BE HEALTHY, DRINK TEA

By Dr. Mary Hardy

We have all heard the health claims about how good tea is for the body and mind but do you know why? Dr. Mary Hardy will blast through the data and explain in laymen terms just how much is fact and how much is fiction. This is a very interesting way to learn more about tea and actually understand what tea is doing to your body and that's a good thing.







FLAVORED TEA

By Steve Schwartz



Flavored Teas have become quite the superstar in America. The possibilities are endless and delicious. Come by and listen to Steve Schwartz the Founder of the Art of Tea and get his take on all the flavored teas under the teapot lid.



TEA AND CHOCOLATE

By Robert Wemischner

Chef Robert Wemischner, tea expert, pastry chef and author of four books including his most recent one, The Dessert Architect, will lead you through a pairing of chocolates and teas that bring out the best in each. Pair a hot swig of properly brewed tea with the right white, milk or dark chocolate and take the leaf and the cacao bean to new heights. A Chocolate lover's melt-in-the-mouth experience that can't be beat.



TEA AND CHEESE

By Robert Wemischner

It's no surprise that tea and dairy go together so well. A lover of bold flavored foods, Chef Robert Wemischner presents a sampling of cheeses paired with carefully chosen teas. Have you ever tasted a soft goat cheese melting in your mouth when paired with a fresh young green tea? Or a soft ripened triple creme cheese paired with a malty Assam; or an earthy complex Pu-erh with a creamy blue cheese? Experience all of this and much more in this cutting-edge lecture about a topic that is growing tremendously in popularity.



PLANNING A PERFECT TEA CELEBRATION

By Lorna Reeves

Want great ideas for your next tea party? Lorna Reeves, editor of TeaTime magazine, will share expert tips and techniques for planning the perfect party. Using Tea Celebrations, the magazine's newest book, you'll learn how to craft a magnificent menu, set a beautiful table, and much, much more to make your teatime celebrations truly memorable.





HOW TO OPEN A TEA ROOM

By Tekeste Mehreteab

Have you always loved going to your favorite Tea Room and dreaming of owning one yourself? Have you imagined the decor, mastered your skills at the best scones, planned that tea menu and maybe even thought up a unique blend that you could whip up? Then be sure not to miss this informative lecture presented by "Tek" Mehreteab, coowner of Chado Tea Rooms. Let an experienced pro tell you the ins and outs of opening a tea room and how to make it successful.



MEDITATION WITH TEA

By Diana Rosen, Ma Chandikanada

Take a journey inward to a peaceful respite from the cares of daily life. Learn how the artful practice of meditation with tea can restore your soul, your heart, your mind to a place of inner calm. You already understand that savoring a beautifully prepared cup of tea, fragrant and satisfying, is a practice in pure meditation. Explore how conscious attention—to thought, action and the breath—can widen your practice of meditation and help you achieve deep relaxation. You will leave this class empowered to relieve stress for yourself and for those you love. Delicious Chado teas, specially chosen to enhance these practices, will be served.



JAPANESE TEA CEREMONY

By Masayo Sebata

The Japanese tea ceremony is called Chanoyu or Sado in Japanese. It is a choreographed ritual of preparing and serving Japanese green tea, called Matcha, together with traditional Japanese sweets to balance with the bitter taste of the tea. Preparing tea in this ceremony means pouring all one's attention into the predefined movements. The whole process is not about drinking tea, but is about aesthetics inside and out, about preparing a bowl of tea from one's heart.



INTERNATIONAL TEA FORUM

By Various Speakers

Journey into tea estates and their unique flavor characteristics through the eyes of the experts.

James Norwood Pratt
- Moderator
Devan Shah - India
TBA - China
Rona Tison - Japan
Royce Van Twest - Sri Lanka



EVENTS SCHEDULE



All classes are on a first come, first serve basis due to limited seating.

An admission ticket must be obtained from the check in counter.

The classes with an (*) are premium classes and require a purchase.

Please check with the check in counter for more information.

Tateuchi Democracy Forum

Saturday - 10/27/2012

Tea Sommelier - Apprentice Level* (\$50.00) 2:00 pm - 4:00 pm Be Healthy, Drink Tea 4:00 pm - 5:00 pm

Democracy Lab

Saturday - 10/27/2012

Meditation with Tea
Japanese Tea Ceremony

4:00 pm - 5:00 pm

2:00 pm - 3:00 pm

Nerio Education Center

Saturday - 10/27/2012

All the Tea in India
Planning the Perfect Tea Celebration
How to Open a Tea Room*
All the Tea in China

11:30 am - 12:15 pm 12:30 pm - 1:15 pm 1:30 pm - 2:15 pm 2:30 pm - 3:15 pm

Education Center #2

Saturday - 10/27/2012

Discover the Wonders of Green Tea Tea & Chocolate* (\$10.00) Tea & Cheese* (\$10.00) 11:15 am - 11:45 am 12:00 pm - 12:45 pm 1:00 pm - 1:45 pm

Vendor Presentation

Glenburn Tea Estate Aiya America ITO En 2:00 pm - 2:30 pm 2:45 pm - 3:15 pm 3:30 pm - 4:00 pm

^{*} Premium Classes - Additional Charges apply



EVENTS SCHEDULE

All classes are on a first come, first serve basis due to limited seating. An admission ticket must be obtained from the check in counter. The classes with an (*) are premium classes and require a purchase. Please check with the check in counter for more information.

Sunday - 10/28/2012

Tateuchi Democracy Forum

Tea Sommelier - Apprentice Level* (\$50.00) 11:00 am - 1:00 pm International Tea Forum 2:00 pm - 4:00 pm

Sunday - 10/28/2012

Democracy Lab

Meditation with Tea
Japanese Tea Ceremony

11:30 am - 12:30 pm 4:00 pm - 5:00 pm

Sunday - 10/28/2012

Nerio Education Center

Introduction to Tea
All the Tea in China - Oolong
Be Healthy, Drink Tea
Flavored Teas

11:45 am - 12:30 pm 1:00 pm - 1:45 pm 2:00 pm - 2:45 pm 3:00 pm - 3:45 pm

Sunday - 10/28/2012

Education Center #2

Green Teas of Japan Tea & Chocolate* (\$10.00) Tea & Cheese* (\$10.00) 11:30 am - 12:15 pm 1:30 pm - 2:15 pm

2:30 pm - 3:15 pm

Vendor Presentation

Harney & Sons Fine Teas Chado Tea Room 12:30 pm - 1:00 pm

3:30 pm - 4:00 pm



* Premium Classes - Additional Charges apply

October 27-28, 2012

PLATINUM SPONSORS





CHADO TEA ROOM

Purveyors of fine and rare teas for over 20 years Chado Tea is the tea shop that has revolutionized tea drinking in Southern California. Established in 1990 Chado has grown to 4 locations in the Los Angeles area and 3 locations in India. ChadoTea has been featured in several major publications and known for holding special events of all kinds. And now, through chadotea.com, tea drinkers across the globe have access to the over 300 different types of specialty teas, that are available in all the Chado Tea Rooms. Lunch and Afternoon tea service available at all locations.

ALSON'S TEA



Through years of dedication to her handicapped brother, Reena Shah has formed a partnership with Chado Tea Rooms, Frank D. Lanterman Regional Center, DADA Fathers' Regional Support Network and Pasadena Child Development Associates (PCDA) to honor her brother Alson and help others through this foundation. Supporting brothers and sisters with siblings with developmental disabilites, Alson's Tea hosts a biannual afternoon tea that recognizes and celebrates siblings' contributions in the lives of their brother and sisters with special needs. Proceeds from the sale of Alson's Tea products will be used to benefit sibling support programs and activities.

JAPANESE AMERICAN NATIONAL MUSEUM



The mission of the Japanese American National Museum is to promote understanding and appreciation of America's ethnic and cultural diversity by sharing the Japanese American experience. We share the story of Japanese Americans because we honor our nation's diversity. We believe in the importance of remembering our history to better guard against the prejudice that threatens liberty and equality in a democratic society. We strive as a worldclass museum to provide a voice for Japanese Americans and a forum that enables all people to explore their own heritage and culture. We promote continual exploration of the meaning and value of ethnicity in our country through programs that preserve individual dignity, strengthen our communities, and increase respect among all people. We believe that our work will transform lives, create a more just America and, ultimately, a better world.





PLATINUM SPONSORS

IMPERIAL TEA COURT

San Francisco's Imperial Tea Court is renowned as an exclusive source for many of the most highly acclaimed and sought-after teas China produces today. Roy Fong will relate the story of why and how he felt compelled to build his Imperial Tea Court in San Francisco, launching America's first traditional Chinese tea house.



Imperial Tea Court Experience the Tradition...

INTERNATIONAL TEA IMPORTERS

ITI has been the Specialty Tea Institute's (STI) single largest supporter of educational classes and seminars. Among numerous other contributions to tea culture. ITI specializes in servicing clients of all sizes and provides in-house flavoring and blending-to-order. Devan Shah's long experience and up-to-date knowledge of the tea industry enables ITI to deliver the right teas for our customers in quantities ranging from two to two hundred thousand pounds.





THE PREMIUM PROMISE

AIYA lives for its tea - for the benefit of everybody. Our philosophy is to create harmony between human, nature and technology, resulting in products of enormous exclusivity, purity and high class. This is what Aiya brand stands for.

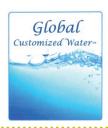
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Harney & Sons Fine Teas has been in the business of gourmet tea for over 25 years. Our large tea selection includes traditional blends and fascinating takes on the classics. With over 200 varieties of tea, there is a tea for everyone. And our line of organic ready to drink bottled teas and juices is all natural and refreshingly delicious.



GLOBAL CUSTOMIZED WATER

Global Customized Water™ Manufactures a complete line of water treatment equipment. Known for their Easy systems, easy to service, easy to install. Thirty-two years of experience, Author of, Water Quality Handbook, inventor of Formulated water, and The AB Formula. We can meet all your customized Water Needs!



AIYA AMERICA

Aiya of America manufactures ultra-high quality Matcha. James Oliveria will explain and demonstrate the key points on how to make the perfect bowl of Matcha. Selected audience members will be able to participate in making a bowl of Matcha for themselves. James will also touch on non-traditional uses of Matcha, and how to distinguish a high quality Matcha from a low quality or imitation Matcha.



ITO EN

Established in 1966 in Japan and positioned as the world's leading supplier of green tea leaves and green tea beverages, ITO EN (North America) INC. An industry leader in developing the first natural ready-to-drink green tea beverage- OI OCHA, the company offers a vast selection of award winning products to include TEAS' TEA and ITO EN SHOTS, that embody the five principles of Natural, Healthy, Safe, Well-designed and Delicious.



WHOLE FOODS

Whole Foods Market is a dynamic leader in the quality food business. We are a mission-driven company that aims to set the standards of excellence for food retailers. We are building a business in which high standards permeate all aspects of our company. Quality is a state of mind at Whole Foods Market.



SPONSORS/EXHIBITORS

Exhibitor List

Aiya America

Art of Tea

Bana Tea

Chado Tea Room

Global Organic Teas

Den's Tea

Glenburn Estate

Harney & Sons Fine Teas

Lisa's Berry Bowls

Lutece Macarons

ITO En

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SPEAKERS





JAMES NORWOOD PRATT

Author

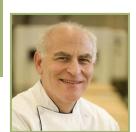
Bom in Winston-Salem, North Carolina, and brought up on land which has been in his family since before the American Revolution, James Norwood Pratt was educated at Chapel Hill and abroad and published his first book on tea in 1982. He is the acknowledged instigator and prophet of America's present Tea Renaissance and is quite possibly the world's movst widely-read authority on tea and tea lore, thanks to books translated into multiple languages and numerous columns, articles and print and TV interviews in US and overseas media.



DEVAN SHAH

CEO, International Tea Importers (ITI) & Chado Tea Room

ITI's founder Devan Shah has played a decisive role in developing America's tastes in tea. He has consistently created markets for tea where there were no markets previously. Since its humble beginning in 1990, International Tea Importers or ITI has become a major importer of organic and fair trade teas as well as conventional teas from every producing country, There is simply nobody who has done more than Devan Shah and his company, ITI, to create the Tea Renaissance blossoming all around us today.



ROBERT WEMISCHNER

Pastry Chef & Culinary Educator

Over the past twenty five years, he has presented on baking, pastry and other food related topics to professional organizations including the International Association of Food Professionals, Retailers Bakery Association, Women Chefs and Restaurateurs, and continues to consult and present to food service professionals and media for companies such as Lipton Tea/Unilever, and independent operations including start ups in the baking, food service and restaurant fields. He has also been guest chef onboard Silversea Cruise lines to Sri Lanka. India and Thailand.



TEKESTE MEHRATEAB

CO-Owner & COO, Chado Tea Room

Born in Eritrea, Africa. Tek, has completed his education as an Engineer, Tek's contributions to the Chado Tea Rooms have been immeasurable over the past ten years. He is recognized as a leading tea expert, and has a great mind for business.





SPEAKERS

RONA TISON

Senior Vp - Corporate relations, ITO EN (North America) INC

Rona Tison is the senior vice president of corporate relations at ITO EN (North America) INC. Being half-Japanese and having grown-up in Japan, Tison is fluent in Japanese and well-versed in Japanese traditions. She is a highly-regarded expert within the tea industry and has received Green Tea Certification from ITO EN. Tison received her bachelor's degree from the University of California at Berkeley where she majored in Oriental Literature. She currently lives in Sonoma, CA.



DR. MARY HARDY

Medical Director, UCLA - Jonsonn Comprehensive Cancer Center

A graduate of Louisiana State University School of Medicine in New Orleans, Dr. Hardy completed her internal medicine residency at the Tufts New England Medical Center before studying medical ethics at Harvard Divinity School and Loma Linda University. She completed advanced training in botanical medicine at the Institute for Medical Herbalism and has studied with practitioners in Peru, Kenya, South Africa and China. She was the complimentary and alternative medicine expert for a number of research projects conducted by the Southern California Evidence Based Practice Center.



STEVE SCHWARTZ

Founder, Art of Tea

Steve Schwartz is known by many authoritative figures in the tea industry as a Master Tea Blender. He has blended award winning teas under our Art of Tea brand and his blends have won awards offered under our private label program for tea companies around the world. His drive and passion for expanding peoples knowledge and history of tea is captivating. Steve has lectured sold out tea blending classes for World Tea Conventions and frequently travels to offer educational programs on tea and tea blending.



ROYCE VAN TWEST

Director of Formulation, Qtrade Teas & Herbs

Royce has 40 years experience in all segments of the tea industry, from growing and manufacturing tea, to managing plantations, marketing, creating custom formulations and providing value addition services.

Royce immigrated to the United Sates in 2003, and applied his long experience in the tea industry to the new and fledging field of value added teas and custom formulations. He has since become a specialist in the field and has authored some of the most popular and best selling blends in today's market.





Los Angeles International Tea Festival



Editor, TeaTime Magazine



Lorna graduated with honors from Samford University in Birmingham, Alabama, and is fluent in Spanish. She began her career at Hoffman Media in 1991, where her needlework skills and love for the art served her well during her tenure as editor of both Just CrossStitch and Sampler & Antique Needlework Quarterly. Next, Lorna, an accomplished home cook, guided one of Hoffman's quite successful publications, Taste of the South, through its first five years before trading spatulas for teacups in her move to TeaTime. Of her many responsibilities as editor, she especially enjoys planning the tea menus and tablescapes pictured in the pages of the magazine

DIANA ROSEN

Author



Author of Taking Time for Tea; CHAI: The Spice Tea of India; Cooking with Tea with Robert Wemischner; Meditations with Tea, plus nine other nonfiction books, Diana Rosen has been interviewed on more than 60 radio programs in the US, Canada and Australia including Food Radio Network and WOR; Wall Street Journal Asia, The New York Times, Philadelphia Enquirer, among others. She writes for retail and wholesale web sites on tea; about organic food and farming; wise supermarket shopping; coaches clients in creative nonfiction, memoir and the essay, and is a published flash fiction writer and poet. She is a Docent for LA's Central Library.

DEN SHIRAKATA

Founder of Den's Tea



Den Shirakata was born in Shizuoka, Japan in 1969 as a third generation tea merchant, and has been involved in the tea industry since his childhood through his family's tea business. He holds the title of "Japanese Tea Instructor" and has given numerous seminars in Japan and the US, including the World Tea Expo and Specialty Tea Institute Symposium. Den is well versed in the history, culture, production and health benefits of Japanese tea and is recognized as one of the authoritative Japanese tea instructors in the US.

MASAYO SEBATA

Instructor, Japanese Tea Ceremony



Born and raised in Osaka, Japan, Masayo Sebata fell in love with the Japanese tea ceremony and started to practice it at a young age. After moving to California, Masayo Sebata has continued to practicing the Japanese tea ceremony. She is thrilled to demonstrate in Los Angeles, the art of preparing and serving Japanese green tea.





SPEAKERS

ROY FONG

Founder, Imperial Tea Court

The first traditional Chinese teahouse in America. A native of Hong Kong, Mr. Fong was introduced to tea early in life, and has spent many years developing close relations with tea growers and producers in mainland China and Taiwan. Each year he visits select tea gardens to supervise all aspects of production – from planting and cultivation to harvesting, processing and grading. In addition, he has built close ties with the historic pottery workshops of Yixing in Jiangsu province and imports dozens of exceptional "purple sand" teapots to the United States each year – many of which are his own special designs and commissions.

During his term as Head of Research & Development for the International Tea Masters Association, Mr. Fong spent several years directing and personally over-seeing the award-winning "Lotus Heart" Dragon Well tea program in the renowned West Lake area of Hangzhou, China. In 1997 an international jury awarded his "Imperial Green" tea first place at the Tea Masters annual conference.







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Hollywood

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