

Hampstead Tea - Tea Guide

- rediscover tea -



«We believe in tea. Not dust in bags or bitter black cups, but pure, natural, lush green leaves and complex, fragrant, flavourful brews. Organic as nature intended, biodynamic and fair trade produced, and expertly blended. This is simply tea as tea should be.» Kiran Tawadey, Founder Hampstead Tea

Makaibari - A unique history

The oldest tea factory in the world

In 1859 in Kurseong, the land of white orchids in Darjeeling, the first tea factory in the world was founded - the now world famous Makaibari Tea Estate which supplies tea and spices for the aromatic Hampstead Tea teas.

Biodynamic production method



Similarly charismatic as convincing Rajah Benerjee leads the destiny of the tea estates today in its fourth generation. The principle is based on a bio-dynamic farming, in conjunction with permaculture, meaning the creation of a community of plants and animals with as little human intervention as possible. This philosophy is a step back and still a step in the right direction. Gone are the days where tea farmers had to intervene more and more in the nature, in tea fields and into the forest because of the permanent usage of chemical culling, which were threatened to impoverish also due to the aggressive logging and the massive overuse. A true asset for the region and the consumer when considering that unlike in the case of fruits, tea is processed unwashed and the chemistry lands in our teacup.

A stunning diversity of bushes and animals

The Makaibari tea estate in India's Darjeeling province is the world's first certified biodynamic estate and the last owner-managed estate in the district. There, 66% of the acreage is undisturbed rainforest where tea grows in harmony with the area's natural ecological system. More than half remains subtropical forest, home to two Bengal tigers, leopards, barking deer and hornbill. Tea bushes have been integrated into the six tiers of plants that form a biodynamic ecosystem that enriches the health of the soil, checks erosion and encourages a wealth of birds, butterflies and insects. The different levels of tree cover help shade delicate tea leaves from the scorching sun as well as retaining moisture; some of the grasses and herbs also have medicinal or insect-repellent properties; leguminous plants increase the soil's nitrogen content and organic matter from dead leaves and forest litter improve its fertility.



Community, People & Projects / Fairtrade



The forward-looking philosophy also applies to the approximately 1,500 people in Makaibari. The tea workers are full of ambitious ideas to improve their community - a computer centre for their children, more scholarships, eco-tourism, an expensive pump that will ensure year-round piped water. This is possible because the tea, which is traded on the Fairtrade market earns a premium, which is foreseen for social projects. Therefore some of those project already have been implemented, such as no interest-bearing loans for education and medicine, micro-credits for establishing schools and community buildings and much more. „Fairtrade affects many people here“, says Rajah Banerjee. „Makaibari and Fairtrade share a common vision.“



Green Tea - Detoxifying

Picked at the optimal harvesting time, the unfermented, tender tea leaves are for a short period exposed to hot steam, before they are gently dried with warm air. Through this process, the pores of the tea leaves get closed and natural ingredients that distinguish the Hampstead Tea Green Tea are maintained to give it the healthy and detoxifying properties. Because the biodynamic green tea is of a very high quality and grown at a high altitude, it is never grassy or bitter.



Green Tea - Fresh Delicate Leaf Tea

Our biodynamic green tea is fresh and slightly sweet, with no grassy aftertaste. The unfermented tea leaves are only lightly steamed before being dried, allowing them to retain a high level of detoxifying antioxidants. Designated with the «Great Taste Award».



Mint Green - Refreshing Tea

This tea has a mellow flavour and minty finish. The cooling sensation of peppermint complements the mellow green tea nicely. Although it can be drunk anytime of the day, Mint Green is especially delicious with a meal. Designated with the «Great Taste Award».



Lime Green - Tropical Aromatic Tea

The tropical, floral zest of lime is a sophisticated compliment to our green tea. The classic citrus overtones of this brew are invigorating and reminiscent of beachside evenings. Our biodynamic green tea provides a base for this blend that is mellow, fresh, and full of vital antioxidants.



Green Jasmine - Flowery Green Tea

Sweet, exotic oil of jasmine lends its seductive fragrance to our fresh green tea. The aromatic pairing of jasmine and green tea is a favourite in China where tea is enjoyed throughout the day. The delicate scent of jasmine is soothing and uplifting. This tea pairs wonderfully with spicy foods.



Green Verveine - Digestive Soothing Tea

The lemony essential oils of verveine combined with green tea leaves for a smooth and relaxing drink. French Verveine is known as the "holy herb" and is well known for its calming properties. Green Verveine tea has also beneficial effects on digestion.



Ginger Green - Detox Tea

Made with flavourful organic ginger, this tea is energising and good for digestion. It combines delicious green tea with spicy ginger for a detoxifying tea with a distinctive kick. This tea is cleansing and lively. Designated with the «Great Taste Award».

Black Tea - Strengthening

After natural fermentation, the tea leaves are carefully dried in order to deprive them of moisture. This gives the black tea from Hampstead Tea its typical black colour, and the wonderfully strong flavor that distinguishes it from other brands. The careful plucking at accurately harvesting periods and the careful processing emphasize the natural flavour and the unencumbered enjoyment. Except the Assam, these classic fermented teas all have the signature single estate darjeeling as their base.

English Breakfast



A robust yet elegant brew of black teas. Our version of London's favourite brew is a careful blend of Assam and Darjeeling teas from north India. Strong and full bodied, it is best enjoyed with a dash of milk. However, it also can be drunk with citron or plain. For a good start into a busy day.

Assam



This distinctive black tea comes from biodynamic gardens in the famous region of Assam. There, the hot sunshine continuously beats down on the tea and produce an extraordinarily strong tea. Our single estate Assam possesses the coveted malty flavour that is expected from a high quality tea from this region.

Earl Grey



An aromatic tea made by combining natural oil of bergamot with Darjeeling. This Earl Grey is smooth and sophisticated but never overpowering. It is also delicious served iced with fresh mint leaves or hot with lemon as it complements the bergamot flavours nicely. Designated with the «Great Taste Award».

Biochai



Based on a traditional Indian recipe, this Biochai is made with exotic, organic spices from the East. It is wonderful enjoyable throughout the day both hot and iced or as a creamy latte style drink. This brings out its complex blend of spices and flavours. Biochai is a full bodied tea that relaxes and revives.

Darjeeling



This signature, award winning tea has a mellow flavour and delicate fragrance. Smooth black tea with muscatel and fruit tones. This award-winning tea is from the biodynamic Makaibari estate in India. Designated with the «Organic Food Award».

Black Saffron



Saffron infused black tea is a unique brew, full of youthful capriciousness. Saffron is a precious spice that is harvested from the stamens of the purple saffron flower and denotes godliness and royalty. In ancient India it was used as a medicine sent from the gods to heal the body.

Special Reserve Teas - Inspiring

Loose leaf teas offer superior flavour because the large intact leaves retain more moisture, always look for a scattering of lighter coloured 'tips' in loose leaf teas. These young buds contain the most nutrients and flavour. Also, pay close attention to the size and shape of loose leaf teas, Hampstead Tea's are carefully twisted using artisan techniques to achieve optimum flavour and include a large amount of tender leaf tips. Made in limited supply and adored by tea connoisseurs.

First Flush



Only the quality of Darjeeling teas are so good that one distinguishes between first and second harvest. For the First Flush, the very delicate and young tea leaves are harvested from the first tender pickings, practically with the first rays of sunlight in spring. Because of its delicate flavour, it should not be consumed with sugar, milk or lemon. First Flush is also known as the «Grand Cru» of teas. Its slightly golden colour reflects the young tea leaves. Enthusiastic and full of vitality.

White Tea



White tea is considered as the finest tea variety in the world. Only the unopened leaf buds of the tea bush are suitable for this tea. To obtain one kilo of white tea, you need 30,000 buds, which are processed in a complex and careful procedure. Known as a fountain of youth, it provides an internal cleaning of the body. A subtly, sweet connoisseur's tea that is bursting with healthy antioxidants. This white tea is produced in the traditional Pai Mu Tan style and has a light silvery liquor.

Oolong



Oolong tea is a cross between green and black tea. This semi-fermented Oolong is full of beneficial polyphenols and combines wonderfully the detoxifying properties of green tea with the aroma of a full-bodied black tea. A peach-fruity note leads to a perfect conclusion of this tea taste. Designated with the «Organic Food Award.».



Fruit and herbal tea - Vitalising

Our exceptional herbal infusions have clear, true flavour and are made from nature's finest pure and natural ingredients. Hampstead Tea selects only the highest quality and most fragrant plants to produce jewel bright infusions to nourish, calm, revive, relax, or stimulate. Meticulous drying of the plants ensures preservation of all their natural oils and health promoting benefits.

Royal Camomile



This beautiful golden liquor with no chalky aftertaste soothes and comforts. A wonderful tea to calm and relax. It is made from sweetly scented camomile petals and has a beautiful golden liquor.

Ingredients: Camomile Flowers, Decaffeinated

Lemon Ginger



This tea is especially beneficial in cold weather as it warms the body and enlivens the spirit. Ginger is used commonly in Ayurvedic remedies for its naturally stimulating effects.

Ingredients: Lemon Zest, Ginger, Decaffeinated

Peppermint



A combination of peppermint and spearmint. Both ingredients work wonders for digestion and thus is well suited for after meal tea. Fragrant and refreshing, this tea is hot or cold a energy supplier for the whole day.

Ingredients: Peppermint, Mint, Decaffeinated

Lemon Valerian



Soft, smooth lemon balm, camomile and valerian. This unique formulation is a perfect nightcap due to the calming effects of valerian, camomile and lemon balm. It gently eases away strains and promotes restful sleep.

Ingredients: Valerian Root, Camomile, Lemon Balm, Decaffeinated

Fennel Liquorice



Fennel seed is a natural digestive and breath freshener, valued for its comforting and balancing effects. This unique infusion combines fennel seeds with liquorice root and peppermint for an excellent post-meal drink.

Ingredients: Fennel Seeds, Liquorice Root, Peppermint, Decaffeinated

Rosehip & Hibiscus



Rosehips are valued for their high levels of vitamin C, which lifts the immune system and combats drowsiness. This gorgeous garnet coloured brew is also wonderful when iced and served with orange wedges.

Ingredients: Rose Hips, Hibiscus (Karkade), Decaffeinated

Ice Tea - Refreshing

Wonderful iced tea without compromise: The new Hampstead Tea iced teas are brewed from real tea leaves, without the addition of artificial flavours, colours or preservatives, and thus are totally trendy. Slightly sweetened the iced tea has low-calories and is produced exclusively from biodynamic, biological, fair trade derived ingredients. The eye-catching packaging is 100% biodegradable. A healthy choice - packed with antioxidants and polyphenols.



Oolong Edelflower Iced Tea

- Mellow and calming; chill out with this stunning brew.

This cool iced tea, consisting of fresh spring water, tasty and fine tea essences of the Oolong elderflower is very refreshing. The natural antioxidants and healthy polyphenols flood the body from within and make this Hampstead Iced to a mellow beverage.



Raspberry Darjeeling Iced Tea

- Fruity and bold, the taste of youth. Full of antioxidants and low in calories.

The sweet raspberries united with the strong taste of the famous Darjeeling tea form a really aromatically taste experience. This composition gets completed in a unique way by the natural sweetness of fruit and aromatic and sour finish of black tea and lemon juice.



Chai Orange

- Tangy and zesty. A sophisticated iced tea, which will energize your day.

Based on a traditional green tea and tangy lemon juice this iced tea from Hampstead is a real energizer for an active lifestyle. Get refreshed by the purifying effect of green tea and the fruity taste of zesty lemon.



Hampstead Tea - Facts & Figures

Darjeeling - The tea paradise at the foot of the Himalaya

- Darjeeling is considered the best tea-growing region in the world, so the fragrant Darjeeling tea is also seen as the noblest and most expensive tea
- The tea plantations are located in climatically optimal altitude at the foot of the Himalayas from 900 to 1300 meters above sea level
- The subtropical climate at this altitude and region, with many days on which the sun and rain are alternating, provide perfect conditions for tea plants

Makaibari Single Estate - A unique project

- Makaibari is the first biodynamic tea estate in the world and a pioneer in matters of sustainability
- In Makaibari only around 30% of the areas are cultivated with tea plants - around the pristine nature of the subtropical rainforest extends itself
- Tea bushes have been integrated into the six tiers of plants that form a biodynamic ecosystem that enriches the health of the soil, checks erosion and encourages a wealth of birds, butterflies and insects.
- The tea gardens go after the death of the owner Rajah Banerjee, into the possession of the operator families

Demeter - Sustainable management in the sense of nature

- Hampstead teas are certified biodynamic (Demeter), which is the highest standard for sustainable agriculture
- Biodynamic agriculture is a holistic practice that is deeply concerned with the health of the farm and its natural ecosystem. Demeter is often referred to as «organic plus»
- Unlike fruits, for example, tea leaves are never washed after they are harvested. All chemicals that are applied to conventionally farmed plants ultimately land in your cup. Therefore it is especially important that tea is biodynamic

Fairtrade - Corporate Social Responsibility for the community

- Hampstead Tea fully supports fairtrade. At Hampstead Tea they believe that, in addition to preserving and protecting the land they use to grow the quality teas, they must also respect the people who work there
- Fairtrading ensures that a portion of the proceeds from every package of tea goes directly to the tea estate workers to fund vital social development programs such as village electrification, education initiatives and medical care

Processing - Perfected handling for optimal results

- Generational experience of the operator families in the cultivation of tea plants
- Particularly careful, manual plucking of the best tea leaves at the optimal mature stage
- Gentle processing and fermentation methods for protecting the particular flavour



Tea - The best of the best

- It is only the best tea plant used; the original tea plant called Chinese tea shrub (Camellia Sinensis), from Darjeeling and Assam
- Processing of the highest quality tea: FTGFOP1 (Finest Tippy Golden Flowery Orange Pekoe) and GOF (Golden Orange Fanning) - no admixture of inferior blendings
- All ingredients come from organic / biodynamic agriculture - No use of any artificial additives
- Because of the special and sustainable farming, only a limited quantity of tea is available

Packaging - Environmentally friendly, informative and awareness creating

- The packaging of all our products is environmentally sound
- Depending on space, store layout and personal preference the packaging may be positioned vertically or horizontally on the shelf
- The strong, innovative visual language and the clear and modern design promise a significant withdrawal from existing tea articles and eye-catching effect on the shelf
- Clear communication of customer benefits on the packaging as well as comprehensive information about ingredients, origins, preparation, usage, taste and effect

Tea Bag- Protection of the natural flavour

- Tea bags are made from non-chlorine bleached paper
- They are unglued and do not contain staples. The tag is stitched to the bag to avoid any contaminants. We use a state of the art machine to achieve this rigorous standard
- All tea bags contain the highest quality biodynamic and organic teas and herbs, they never use artificial flavourings or colourings nor do they use substandard base teas in blends such as Earl Grey
- Cut open a teabag and notice that the pieces inside resemble actual bits of leaves and herbs, not dust like the contents of many other brands

Sortiment

- The full range extends from green and black tea to limited «Special Reserve Teas», fruit and herbal teas and new also on ice teas
- The wide and deep product range offers besides bestsellers also many interesting and innovative varieties to expand the category

Consumers - Loyal fan base

- Since the introduction of the Hampstead Tea range in Switzerland more than 5 years ago, signs of a steadily growing group of buyers are noticeable
- The unique quality of the teas and the exemplary philosophy which is behind the project, provide an interesting repurchasing rate and a loyal fan base
- The concept and philosophy is coherent with the new LOHAS trend (Lifestyles of Health and Sustainability). These are the new elite customers (in the U.S. 19% of consumers) that combine an ecological and sustainable way of life with lifestyle and are also committed to social justice

