

A vibrant collage featuring a classical statue, a modern tower, and tropical foliage against a pink and orange background. The statue on the left is a classical figure holding a wreath and a bowl. The tower on the right is a modern, multi-tiered structure. The background is a gradient of pink and orange with a large orange circle. The foreground is filled with various green and purple plants.

AN ASSORTMENT
OF HERITAGE

Servus,

It's a pleasure to meet you.

By virtue of our craft,
we endeavour to perpetuate
the goodness of tea.
Join us in our humble pursuit...



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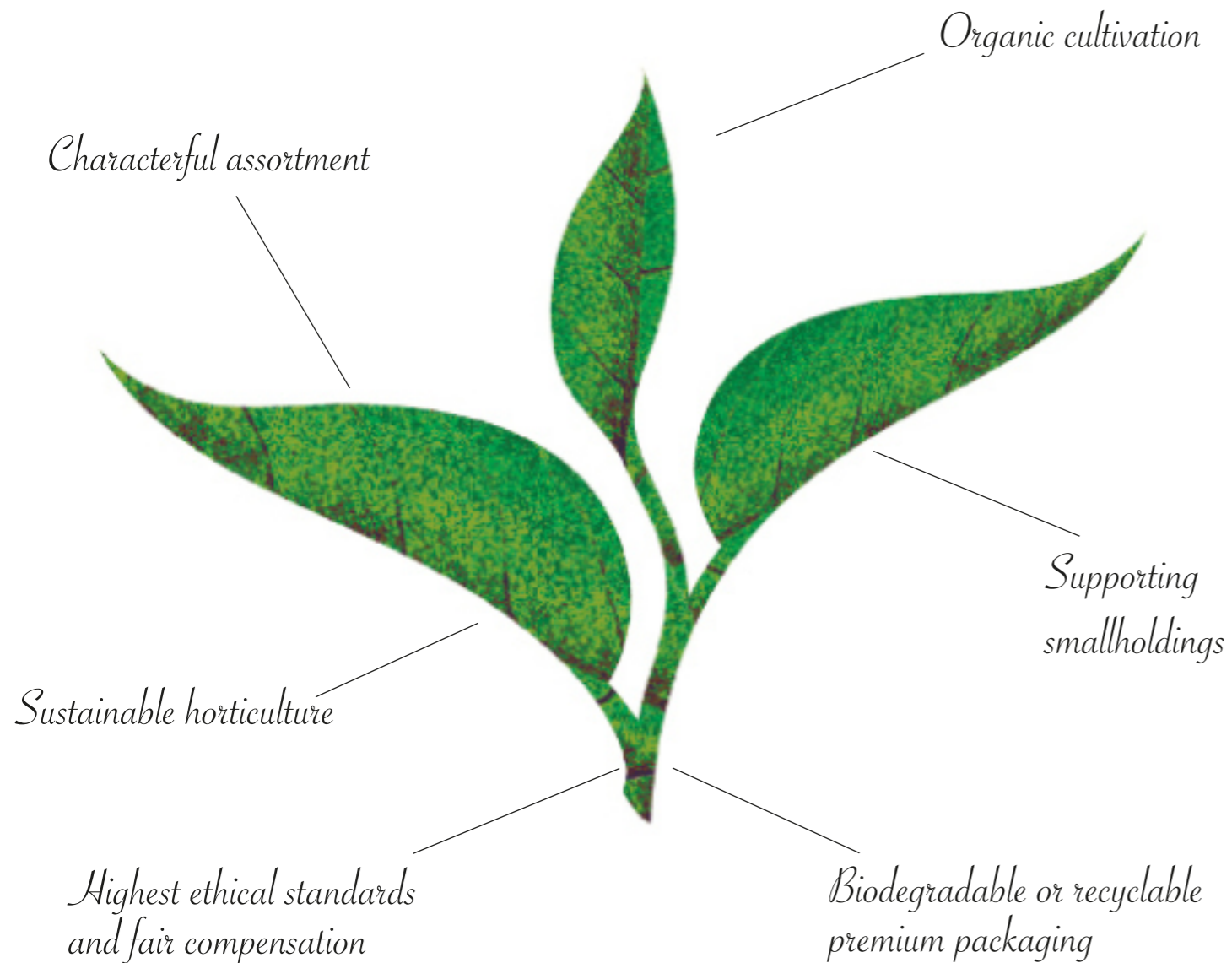
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WHAT WE STAND FOR



OUR STORY

Established in Munich, our family venture consistently forges ahead with a vision; to elevate tea and its charm to unprecedented heights. With this aspiration in mind, our mutual pursuit is to cultivate and source the best tasting, organic and sustainably grown teas.

Our quintessential status in the international realm of exquisite tea was achieved by being imaginative enthusiasts in a trade unaccustomed to change. We have been innovating for over a quarter century. This accumulated experience is core to the creation and development of our compelling ingredients and instruments for brewing and serving tea. It is said that "Tradition is not the worship of ashes, but the preservation of fire." We succeeded the out-dated and limited design of the tea bag with our pioneering design, innovative functionality and user-friendliness, and these are fixtures that determine the contemporary appearance of all our goods.

Over centuries, tradition and custom have moulded the art of tea. We cherish the rich history in tea, brimming with rituals to adopt, but should not be bound by them. With this in mind, we encourage you to create your own custom for the most pleasant tea experience. Bistrotea has committed to adopting the centuries-old techniques of tea processing, while practicing sustainable cultivation. In essence, tradition is preserved from crop to cup to help ensure you experience a spell of heritage in every sip.



JAPAN



Masahiro Takada
4th generation Tea Master

Our great Sencha comes from a small tea garden in the Shizuoka prefecture. Ichiban Cha which literally means "new tea", is picked by hand in spring, soon after the cherry blossom festival season. Whether as a detox, refreshment or taste bud tickling pick-me-up, this green delicacy, rich in antioxidants, is sure to be among your favourites.

Our Matcha comes from Uji and is still traditionally cultivated and processed. To produce it, every vein of the fresh green tea leaves are painstakingly removed. They are then stone ground in dark rooms for 24 hours into a micro-fine powder. All this ensures we protect its goodness.



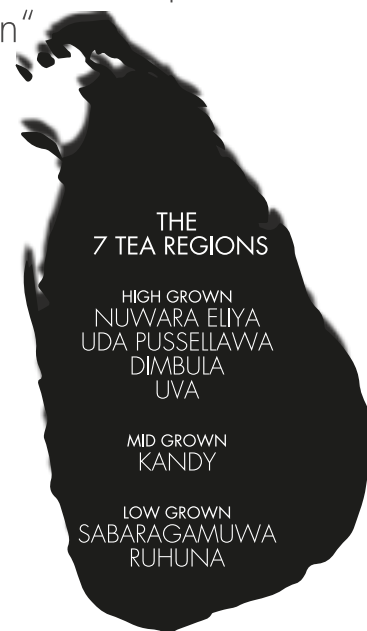
TGTA

Situated at the foothills of the Sinharaja Forest Reserve, Takada Green Tea Academy is an award winning organic tea garden in Sri Lanka. It is unique in that it produces organic Japanese grade green tea; our very own "Ceylon Sencha®". For the first time, knowledge of Japanese tea farmers was shared with passionate Sri Lankan tea workers and in combination with traditional Japanese machinery, a new class (rich in catechins) was cultivated. This ecological and socially inclusive venture truly stands out and excites enthusiasts. As a result of its success, TGTA provides opportunities and hosts organic farming practitioners, be it aspiring or experienced. Its self-imposed responsibility is to share knowledge on various teas, sustainable farming techniques, proof of their effectiveness and most significantly, to promote coexistence with nature's rich biodiversity.



CEYLON 7

Our black teas come from the best estates in Ceylon. Each year they are presented in numerous tastings and the best are voted on. Most recently we hand-picked two estates in the Dimbula and Uva regions. These "High Grown" teas are characterised by a fine inimitable taste and bright colour. The estates hosting the current winning teas, along with the descriptions of their winning attributes can be found on our packages.



ISLE OF SPICES

Steeped with horticultural history, this island's spice endeavours date back to circa 900BC when King Solomon was known to import spices and gems from the historical southern port of Galle (pictured), Sri Lanka.

The rich soil and favourable environmental conditions never stopped yielding the finest condiments to compliment our teas. Cinnamon, cardamom, pepper, cloves, nutmeg and even vanilla are locally and organically cultivated, refined and presented to be paired and blended with our likewise processed teas.

The resulting blends provide unique character and taste to suit one's fancy, not to mention the array of health benefits to boot.

We cultivated our first humble spice garden on the outskirts of Colombo in a location known for its rich soil, and will now venture forward into the world of fine spices.



SOUTH AFRICA

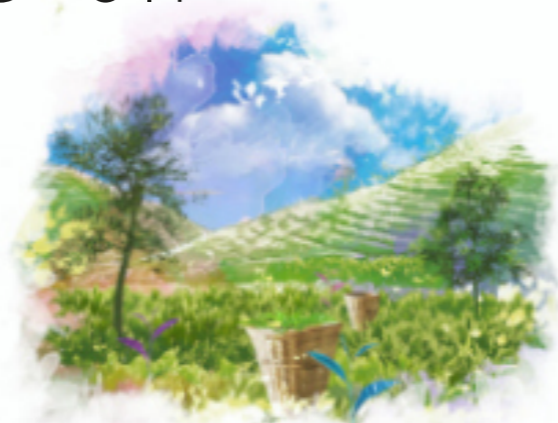
Rooibos (*Aspalathus linearis*) is used to make a national drink in South Africa. It is a plant belonging to the legume family (*Fabaceae*). More than 300 years ago, the inhabitants of the Cederberg Mountains discovered that they could make a refreshing drink from the needle-like leaves of the Rooibos. The plant creates a mild and all-round taste, is naturally caffeine free and is known for its relaxing properties.



EUROPE

While being a Munich based tea house, our products and tea expertise have been sourced far and wide. We attach great importance to the origin of all our products. For our herbal and fruit teas, we do not have to look far. The finest herbs and berries are at our doorstep. We handpicked the best Bavarian suppliers and built partnerships that have lasted decades. New herbal and fruit infusions that develop from the region are delicious and exciting, and you can count on us to bring the best varieties to you.

FROM LEAF TO SIP



An artform by itself, the identification and management of a tea estate is a meticulous task that requires dedication and consistency. However, even when fortunate enough to call the best quality organic tea plants your own, they will not yield a satisfactory cup of tea without the implementation of a true artisan's techniques.

THE CHOSEN LEAVES

THE HARVEST

Depending on the type of tea and the region it is grown in, it can be harvested a couple of times per year. Choosing the right harvest time is crucial to the resulting taste, owing to seasonality and the days of sunlight a tea plant can enjoy. To ensure the excellence of the final product, skilled hands aided by trained eyes pluck only unopened buds accompanied by two leaves sprouting from the springs of each tea bush.

Be it White, Green, Yellow, Oolong, Black or Puerh Tea, in addition to each harvest's reliance on the microclimates, terrain and season, one has to conduct various processing techniques. 7 steps cover the essentials, namely; wilting, bruising/rolling, oxidation, fixation, shaping, drying and curing. Rooted on the experience and knowledge that has been passed on from one generation to the next, a careful and skilled application of these processing steps is paramount to producing the perfect batch of tea.

PREPARING FOR THE LONG RUN

THE WITHERING

These chosen leaves are brought in baskets to the factory and placed on troughs to dry and wither, just as wine is deposited in casks to mature until perfection. Air is circulated to decrease their moisture content to optimum levels to enhance their aromatic appeal and flavour.



FINDING THE HEART OF THE FLAVOUR

THE ROLLING

Once the withering process is finally through and done, the withered leaves enter the third stage. It's called rolling. They are fed to rolling machines to break their cell structures, to open their hearts and seduce them to release the natural essence contained within.



THINGS ARE HEATING UP

THE OXIDATION

Next, they must go through fermentation, the process of oxidation; exposed to air which will brown them to a perfect tan. Then after being blown cold they must be blown hot. They must go through the furnace of fire, pass through a chamber of hot air, and emerge with the mettle of their flavour tried, tested and proven. It's this that will set them apart.



FIXING THINGS

THE FIXATION

Fixation, or firing, involves heating the tea leaves to halt the oxidation process and preserve the desired flavour profile. Different methods are used for different tea types. For example, green tea is quickly heated to prevent oxidation, while oolong tea is partially oxidised and then fired.

LOOKING PRETTY GETTING INTO SHAPE

Shaping determines the final form, whether it be tightly curled, twisted, or rolled into pearls.

WE ARE NEARLY THERE

THE DRYING

Drying is crucial to remove any remaining moisture from the processed leaves. It helps to stabilise the tea and prolong its shelf life. The drying methods vary depending on the tea type, ranging from traditional pan-firing to modern techniques like hot-air drying.

THE FINAL PREPARATION

The Sorting and Grading: After drying, the tea leaves are sorted and graded based on size, appearance, and quality. This meticulous sorting process ensures consistency and helps determine the final product. Hence, depending on the type of body you would like your cuppa to have, the sorting plays a vital role. In addition to our own tea plants, we source from dedicated tea smallholders to acquire the finest teas. These select teas are harvested in single batches that cannot be mass produced or replicated by large commercial operators. The resulting cup of tea allows you to taste each and every aspect of the selection, making the single estate tea a unique experience.



LET THE CEREMONY BEGIN

Striving for perfection in all these tasks is a continuous and tedious endeavour; one that is nonetheless fulfilling when we are able to present that lush cup of tea to you.

TEA TIPIS®

Glimpse at the beauty within



TEA TIPIS®

The TIPI is a protective cover made of special paper for the pyramid shaped biodegradable tea bags. They are ideal for an upscale restaurant, hotel, catering service or simply the office. The visually appealing unit is filled with 50 TIPIS and can be further used as a dispenser.



ORGANIC TEAS

Black Tea:
Earl Grey
English Breakfast

Green Tea:
Lemon & Mint Delight
Flowery Sencha

ORGANIC INFUSIONS

Wellness Tea
Calming Chamomile
Ceylon Chai
Golden Turmeric Chai
Soothing Peppermint
Revitalizing Fruits
Rosy Rooibos

KINGSIZE TEA BAGS



For the tea lover that loves to share: 20 portions individually wrapped in a stunning envelope.



ORGANIC TEAS

Black Tea:
High Grown Ceylon Tea

Green Tea:
Sencha Mountain

ORGANIC INFUSIONS

Herbal Infusions:
Herbs `n Honey
Peppermint

Fruit Infusion:
Fruit Berry





TPODS



ORGANIC TEAS

- Earl Grey
- English Breakfast
- Black Tea Apple Cinnamon
- Green Tea Lemon Grass
- Green Tea Ginger
- Green Tea Mint

Matcha

- Red Tea Jasmine Lotus
- Red Tea Strawberry
- Red Tea Vanilla Peach

T-BOX

The T-BOX is ideal for catering and for larger consumption points. The sophisticated packaging can be opened like a dispenser and it is equipped with 32 T-pods each. The T-BOX can come filled with any of the same flavours, or with an assortment of flavours (Favorite Collection).

ORGANIC INFUSIONS

- Chamomile
- Peppermint
- Fruit Berry
- Herbs 'n Honey
- Fennel
- Sage

T-BAR

The black or mahogany T-BAR is not just a luxury due to its stunning aesthetic, but also offers your teas the right atmosphere. The T-BAR is available in 2 varieties: filled with 64 T-pods (Grand) or 16 T-pods (Mini).





COLD BREWS

Our cold brews are made from tea leaves processed specifically for safe infusion in cold water. Requiring more time to infuse, the end beverage is well worth the wait.

COCKTAILS

Not your cup of tea? Our teas will compliment an assortment of other beverages to help create plenty of exciting and tantalising concoctions. Be it a teetotal beverage or a delicious tea cocktail, we'll be happy to share our thoughts and recipes.

ICED TEAS

When desired, all our teas could have an ice cold spin. Simply place a stick (or a bag) in a glass and brew as specified on the box. Chill down with ice or in a fridge and you are good to go.



COLD BREWS

TEA TO GO



THE IDEAL
COMPANION



The ideal companion for the road

CUP & LID

Tea connoisseurs today look forward to a good cup of tea with convenience and portability. Our double walled, premium, to-go cups offer even the most sophisticated tea drinker great satisfaction. The cup feels good, even when filled with boiling water. After the infusion, the cover conveniently strips the Tpod of its last drops as it is removed. Alternatively, the Tpod can be kept in place where the cover will hold it securely until both items are disposed of.

T-DISPENSER

The practical T-Box dispenser stacks 4 T-BOXES, ready for use, above each other. In combinations, the guest will have 4, 8 or 12 delicious varieties of tea to choose from, hence making the concept of tea-to-go or catering within the hospitality business, exceptionally easy.



Help yourself...



BISTROTEA Matcha
T-TUBE

12 Tpods filled with 2g of the
finest Matcha



BISTROTEA Matcha
Tea Tin

40g tin of the finest Matcha

JAPANESE MATCHA



LOOSE ORGANIC TEAS



LOOSE LEAF

To appreciate the individuality and complexity of loose leaf tea, the preparation is certainly more sophisticated than simply placing a tea bag in hot water. You need a little more time and the right equipment such as a tea strainer and on some occasions, even a fine scale. It is up to you to decide how much tea you would like to use for the preparation and what else you would like to add. Thus, loose leaf tea offers tea drinkers more individuality than tea bags. In addition, you can decide between different types of preparation, such as the classic tea strainer, a special tea pot or the preparation with a Samovar.





INDIVIDUAL SELECTION



TEA STICKS

Enjoy your lifestyle with a touch of tea.

A perforated foil tea stick, intentionally designed to diffuse the full aroma of Bistrotea's exquisite flavours and fragrance into each cup. Unlike when using traditional filter paper, which could absorb the tea's natural aromas, we help you make the perfect cup of tea at home or on the go!

Organic Black Tea:
Earl Grey
English Breakfast

Organic Green Tea:
Green Tea Lemon

Organic Fruit Infusion:
Fruit Berry

Organic Herbal Infusion:
Herbs 'n Honey

TEA STICKS

Make Tea Simple!

No wringing. No dripping.
No mess. No stress.



BIODEGRADABLE ORGANIC TEA CAPSULES



TEA CAPSULES

Making the perfect cup of tea is an art and requires attention to detail. With our Tea Capsules, we offer you the finest teas and ensure that you get to carry out the best possible preparation of your cup with a standard Nespresso* capsule machine. We made sure that the optimal types of teas were preset to fit the systems brewing temperature.

*The trademark Nespresso® is not associated in any way with Bistrotea H&V GmbH & Co. KG or any other associated companies.

Organic Black Tea:
Earl Grey
English Breakfast

Organic Green Tea:
Green Tea Lemon

Fruit Infusion:
Fruit Berry

Organic Herbal Infusion:
Herbs 'n Honey

Matcha



BIODEGRADABLE ORGANIC TEA BAGS

TEA BAGS

The pyramid shaped tea bags enable the tea to brew in all its glory. The shape and size of the translucent bag allow it to hold whole leaves, spices and flowers.

Organic Black Tea:
Stark Black
Harmony with Orange

Organic Green Tea:
Cleansing Green Leaves
with Lemongras

Organic Herbal Infusion:
Wellness Herbs
Ceylon Chai
Golden Turmeric

Organic Fruit Infusion:
Revitalizing Fruits
Mystical Mango Moringa



SPICES



SPICES

Whole, crushed or in powder form, our spices are going to uplift your spirits. Originally grown and harvested for our tea and chai creations, they have managed to enter center stage.



SUGAR & SPICE

SUGAR & SPICES

Shaking up things with our new shakers and sugar sticks is nothing we are ashamed of. They put the Dolce in La Dolce Vita. It is these details that sweeten your cup and uplift your spirits, be it white, brown, organic and/or FairTrade. In addition to these sugar variants, we entice you to spruce up your life with some of our spices like the Ceylon Cinnamon, a delight for any cup. Check out bistrosugar.com for more.



A COLLECTION OF INDIVIDUALS, BOUND BY OUR PASSION FOR TEA

The Samurai Farmer: For Masahiro, tea is not just a beverage; it constitutes a way of life. Masahiro comes from Uji in Kyoto, where they treat each step from growing to the preparation and serving of tea with spiritual significance. He is a tea master of the 4th generation and his wealth of experience serves to bring out the best exploits in tea.

The Organic Professor: Professor Abey has passionately studied sustainable farming for decades and consistently pursues cultivation within a non-intrusive environment. He has been able to effectively eradicate the use of agro-chemicals and artificial fertilizers in all on site agricultural activities, and has been sharing the implementation of such techniques. Lecturing at the likes of Texas A&M and University of Peradeniya, the Professor is one of the leading experts in his field and initiated this approach over 20 years ago, aiming to produce organic teas and spices in harmonious symbiosis with other flora and fauna.

The Old School Hipster: Ronald is an old fashioned former barkeeper with a wealth of experience in mixology and traditional herbs and spices. He is in charge of our herbs and spice creations and has come up with many of our exciting blends. His international experience and ability to scout out relevant taste trends, from New York to Kyoto, helps revive the classics and bring in the hip.

The Italian Consigliere: Alessandro was raised in Calabria, Italy and being influenced by its exquisite natural surroundings; he developed a passion for all things beautiful. Ever focussed on the big picture, he carries out company activity while ensuring design aesthetics are nothing short of sublime.

The French Madame: Christine focuses on product etiquette and assortment. Based in Paris, she is ever close to the fashion world, thereby informing us of the latest "do's and don'ts" and never tires of pointing out the importance of maintaining class and elegance.

The German Engineer: Friedrich is a former Siemens engineer and is in charge of the R&D of our customised packaging machinery. He and his expertise enable us to bring you more than just mainstream.

The Tea Tasters: Tea tasting is an art and holds one of the most important roles in our undertaking. For every variety, we have our experts analyse each batch of tea and provide crucial feedback on blends that make the cut. Simon, Mendis and Joshua, (based in London, Colombo and Munich respectively) never tire of a seemingly similar cup of tea and help ensure the blends are nothing short of the finest.

The Next Generation: Falk and Stephen are in charge of marketing and client affairs. Having plenty of exposure to the present fast paced world, they appreciate and tirelessly incorporate the thoughts and wishes of our valued customers.





SUSTAINABILITY

We are not only committed to high standards in our operations, but aim to improve and uphold the socio-economic environment of the communities we and our suppliers work with and around. In knowing this, one is truly able to enjoy a cup of our tea. We have invested in our own organic tea and spice gardens to guarantee that from the crop to your cup the process is how it is supposed to be.

- Constant monitoring and continuous improvement of our practices
 - Careful maintenance of property, land and its terrain
 - Free knowledge transfer through our tea academy
 - Use of biodegradable or recyclable packaging
 - End to end sustainable farming methods
 - Use of hydro and solar power
 - Organic certified cultivation
 - Fair compensation





The Bistrotea Logo is an homage to the Bauhaus school of thought. It describes how the seemingly opposite forces of art and craftsmanship are actually complementary in the natural world, and how they may give rise to each other as they interrelate to one another. True to the tradition of the Bauhaus style, beautiful is something that works, the logo depicts a thinker. It aims to challenge us every day to invent, innovate and improve products, to be in the spirit of the zeitgeist and future generations in every aspect.



BISTRO

In its original Parisian connotation, it is a classic petite French eatery. A Bistro's culture is defined by traditional home-style, delicious cuisine-made

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MUNICH, GERMANY