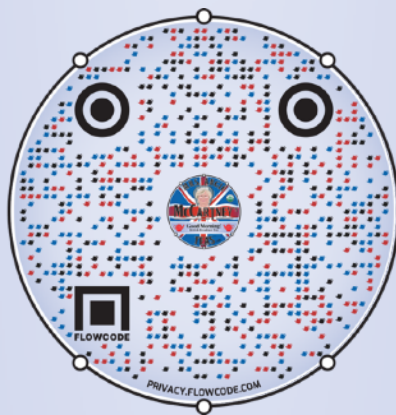




TEA FLAVOUR BOOK





PRUDENCE PLUM

For many of us, when we hear the word "heirloom", we think of treasured pieces of antique furniture, well-worn gold watches or hand-me-down diamond rings. For others, tea lovers in particular, "heirloom" naturally forms part of the term "heirloom recipe", and takes on a much more gastronomical meaning. So, why are we talking about heirloom recipes? Good question. The answer is that this blend, Prudence Plum, was created by our Master Blender in homage to the transcendental state that the aromas takes him to, reminiscent of the 60's hippie days of meditation and gurus.

So how does the philosophy hold up as a tea? There's only one way to find out, which is to taste it, which we've done extensively. Our verdict? Far out man! The blend offers lengthy notes of fruit, tempered by natural cinnamon and ginger to brew a cup that can be enjoyed hot on cold winter's days, or chilled over ice on a hot summer's morning. Either way, brew a pot today and raise a cup to the days and recipes of yore.

Bottoms Up, (aka Downward Dog.)



Dr. Angie McCartney



INGREDIENTS: Black tea, Apple pieces, Cinnamon, Ginger, Cloves, Amaranth + Safflower petals, Natural flavors (organic compliant).

INGREDIENTS FROM: Sri Lanka / Kenya / India / Turkey / Thailand / China

REGION(S): Nuwara Eliya + Dimbula + Uva / Nandi Highlands / Nilgiri / Anatolya / Petchabun / Yunnan

GROWING ALTITUDES: 4000 - 8500 feet above sea level

GRADE(S): OP (Orange Pekoe)

MANUFACTURE TYPE(S): Orthodox (Traditional leafy)

ANTIOXIDANT LEVEL: High

CAFFEINE LEVEL: Medium

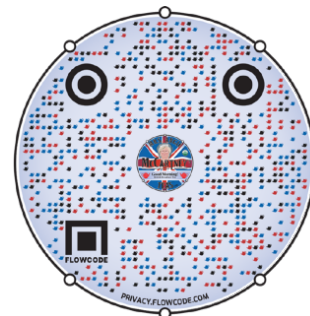
KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Bright and copper

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





LUCY LEMON

Lemons. All refrigerators have them. Most of us don't give them much thought. Not so Nobel Prize winning Chilean poet Pablo Neruda. In his poem 'Ode to a Lemon', he describes the juice of the fruit, *'Unrefined gold the most intense liqueur of nature, unique, vivid, concentrated.'*

We couldn't have said it better ourselves. The juice of lemons is at once sour, piquant and as it was so eloquently put, intense. So what do you think we do when we encounter a fruit with a flavor profile as complex and powerful as that of the lemon? We blended it into a tea of course! These times we've taken the natural essence of sun kissed lemons and blend it with a pure South African Cederberg Rooibos. The result is a caffeine-free delight. The cup presents lemons, exceptionally smooth Rooibos tones wonderfully offset by the tart citrus edge of the fruit. And since Lucy was "In The Sky" and the sun is yellow, we couldn't think of a better homage to Julian Lennon's childhood schoolfriend Lucy Vodden than to immortalize her once again in this spectacular tea.



Dr. Angie McCartney



INGREDIENTS: Rooibos, Lemongrass leaves, Calendula petals Natural flavors (Organic Compliant).

INGREDIENTS FROM: South Africa / Thailand / Egypt

REGION(S): Cederberg / Petchabun / Nile Delta River + Fayoum

GROWING ALTITUDES: 1500 - 2500 feet above sea level

GRADE(S): Choice Grade #1

MANUFACTURE TYPE(S): Traditional process, Rolled and fermented

ANTIOXIDANT LEVEL: Low

CAFFEINE LEVEL: None - Caffeine Free Herb

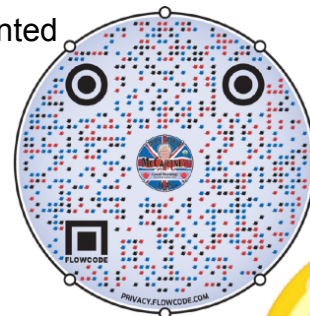
KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Reddish orange to full color

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





50 SHADES OF EARL GREY

According to the Grey family, the tea was specially blended by a Chinese mandarin for Lord Grey, to suit the water at Howick Hall, the family seat in Northumberland, using bergamot in particular to offset the preponderance of lime in the local water.

Lady Grey used it to entertain in London as a political hostess.

Earl Grey was one time Prime Minister of England in the 1800's, and had a colourful personal history, especially with the ladies.

Could he have been the inspiration for Fifty Shades? An overwhelming Bergamot aroma that portends an unbelievable taste.

We have been told repeatedly: "This is the best Earl Grey I have ever tasted!"



Dr. Angie McCartney



INGREDIENTS: Black tea, Cornflower petals, Natural flavors (Organic Compliant).

INGREDIENTS FROM: Sri Lanka / Albania

REGION(S): Nuwara Eliya + Dimbula + Uva / Tirana

GROWING ALTITUDES: 4000 - 8500 feet above sea level

GRADE(S): OP (Orange Pekoe)

MANUFACTURE TYPE(S): Orthodox (Traditional leafy)

ANTIOXIDANT LEVEL: High

CAFFEINE LEVEL: Medium

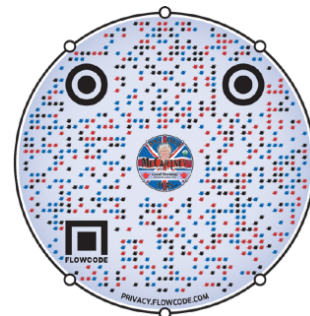
KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Bright and coppery

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





ABBEY ROAD APPLE

The Famed studio started life as a private house, and went on to become the haven to many of the world's most creative souls, and in particular, The Beatles. Many cups of tea were drunk during the long, late night sessions, and no doubt will continue as long as music is being made in this magical place. And who can forget the famous zebra crossing.

The flavor combination of apple and cinnamon spice is as American as apple pie - that's because it is the flavor of apple pie. But although apples have a long history in the United States, the cultivation of apple trees is thought to have originated in ancient Rome. The Romans brought the trees with them to England, then part of the Roman Empire, and in turn, the British brought them to Massachusetts. Specifically, it is believed that John Endicott, one of the early governors of the Massachusetts colony brought the first trees to North America in 1629. From there, the apple spread across the States thanks to the hard work of a man named John Chapman, otherwise known as Johnny Appleseed.



Dr. Angie McCartney



INGREDIENTS: Black tea, Apple pieces, Cinnamon, Blackberry leaves, Safflower petals, Natural flavors (organic compliant).

INGREDIENTS FROM: Sri Lanka / Kenya / India / Turkey / Thailand / France / China

REGION(S): Nuwara Eliya + Dimbula + Uva / Nandi Highlands / Nilgiri / Anatolya / Petchabun / Provence / Shandong + Yunnan

GROWING ALTITUDES: 4000 - 8500 feet above sea level

GRADE(S): OP (Orange Pekoe)

MANUFACTURE TYPE(S): Orthodox (Traditional leafy)

ANTIOXIDANT LEVEL: High

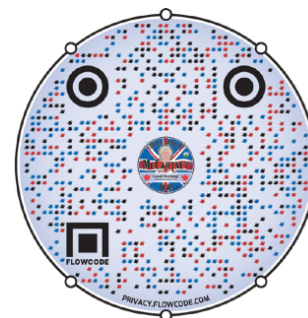
CAFFEINE LEVEL: Medium

KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





Blue Jay Blueberry

My Mum used to brew tea from berries that we grew in our back garden in Norris Green, Liverpool, when I was a toddler, and I remember loving how the blackberries and blueberries would stain our tongues and lips when we drank it, and we all pretended to be Vampires until the colour went away.

Intoxicating aroma with the flavor of wild blueberries. A pinch of sugar makes a stunning tea, iced or hot!

Herb and fruit tea in some circles is considered a new type of tea. This particular tea was specially formulated to acknowledge the great taste and known health benefits of blueberries. In addition to the antioxidants in the blueberries, hibiscus brings the added benefits of Vitamin A and C to the blend. Blue Jay Blueberry will accommodate the tastes of people who want to experience a refreshing healthy new style drink without caffeine. It is excellent hot as a hot drink and simply dynamite as a cold drink. You may want to add a pinch of natural cane sugar as this accentuates the natural flavorings and brings out the subtle tastes of the dried berries.

Blueberries are a rich source of antioxidants. This property plus the fact that they taste great make them very popular.



Dr. Angie McCartney



INGREDIENTS: Hibiscus petals, Apple + Elderberry + Currant pieces, European Blueberries (a.k.a. bilberries), Cornflower petals, American Blueberries, Natural flavors (organic compliant).

INGREDIENTS FROM: Egypt / Turkey / Greece / Albania

REGION(S): Nile River Delta + Fayoum / Anatolya / Corinth / Tirana

GROWING ALTITUDES: 200 - 1500 feet above sea level

GRADE(S): Grade #1 herb and fruit pieces

MANUFACTURE TYPE(S): Blend of air, sun and dried herbs and fruits

ANTIOXIDANT LEVEL: Low

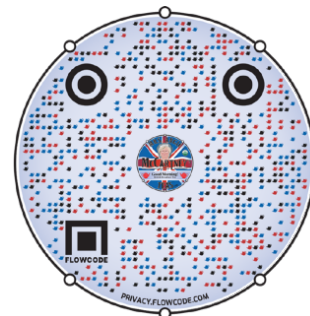
CAFFEINE LEVEL: None - Caffeine Free Herb and Fruit

KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Light burgundy red



Contents: 18 pyramid tea bags to make 36 splendid cups of tea.



Flu Fighter

You're run down, can't see straight. Your body is rapidly descending through the various circles of Dante's hell. Face it compadre, you've got the flu. The most you'll accomplish today is sending a feeble "I'm sick" email to your boss. Or is it? If you've stocked up on FLU FIGHTER Cold + Flu tea, your immune system may find the strength to get up and face the day. Using antioxidant-rich green tea as its base, this nourishing mélange comes packed with a host of flu-fighting natural wonders. Let's start with echinacea. A staple of over-the-counter flu remedies, this woodland flower has been used by indigenous peoples for millennia and is thought to boost your body's white blood cell count to fight off infections. Next, elderberries and rose hips, both loaded with the Vitamin C your body needs to repair and restore your immune system. In fact, both are so filled with Vitamin C that during WWII they served as a primary source of Vitamin C for the island-bound people of the UK. Savory berry - strong sage tempered by fruity flavor.



Dr. Angie McCartney & Ruth McCartney



INGREDIENTS: Green tea, Echinacea, Elderberries, Rosehip, Mango, Goji berries, Sage, Raspberry pieces, Natural flavors (organic compliant)

INGREDIENTS FROM: China / France / Turkey / Chile / Thailand

REGION(S): Hunan Province / Provence / Anatolya / Patagonia / Petchabun

GROWING ALTITUDES: 1 - 2000 feet above sea level

GRADE(S): 1st Grade Melange

MANUFACTURE TYPE(S): Traditional process, Air and sun dried

ANTIOXIDANT LEVEL: Low

CAFFEINE LEVEL: Low

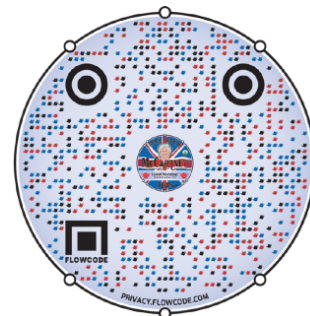
KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Light yellow, tending green

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





Golden Slumbers

Golden Slumbers is a smooth, soothing tea to drink before bedtime, with hints of nutty flavour that for me, harken back to childhood, when my Mum would take us off to bed after a nice warm cup, and of course, our bedtime stories. Some memories never fade. And when neither of those did the trick to get my sister and I off to sleep, Mum would finish off with a soothing rendition of the lullaby:

“Golden Slumbers, kiss your eyes
Smiles Awake you when you rise
sleep little darling do not cry
And I will sing a lullaby”
(Anybody still awake?)

Golden Slumbers holds another memory of Paul and Ruth slugging it out together on the piano when she couldn't quite master the sheet music. He sat beside her and they worked on the chords, and she was so happy when she heard him singing it on the Abbey Road album.

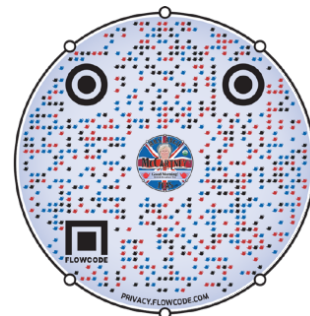


Dr. Angie McCartney & Ruth McCartney



INGREDIENTS: Green tea, Roasted + Popped rice
INGREDIENTS FROM: Japan
REGION(S): Kagoshima Prefecture
GROWING ALTITUDES: 200 - 1000 feet above sea level
GRADE(S): Sencha - Made to Japanese specifications
MANUFACTURE TYPE(S): Non fermented, Traditional steamed
ANTIOXIDANT LEVEL: High
CAFFEINE LEVEL: Low
KOSHER: Yes
VEGETARIAN: Yes
VEGAN: Yes
INFUSION: Light, golden yellow liquor

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





Good Morning!

I shouldn't admit to having a favourite, but this is it! There, I said it. My first morning cuppa is always a nice strong cup of Good Morning, to get me fired up and ready to face whatever comes my way. I guess being an old, very old Brit, this habit of a lifetime is hard to break. Then, as the day wears on, I spoil myself with a variety of flavours - hey, I liked it so much, I bought the company!

A stout robust blend of February Kenya BP1 and 2nd flush Assam. Superb color and very full-bodied.

It may surprise you to learn that the people of Ireland drink more tea per capita than any other population on Earth. It's true. In fact, your average Irish citizen drinks about 6 cups per day. What's more, the cups they drink are so strong that you could almost stand a spoon upright in them. Indeed, the Irish prefer what some might call a sturdy cup of tea. AND, anecdotally of course, Liverpool is the capital of Ireland (just don't tell the good folks of Dublin). Apparently, Sir Richard Branson must actually be Irish....

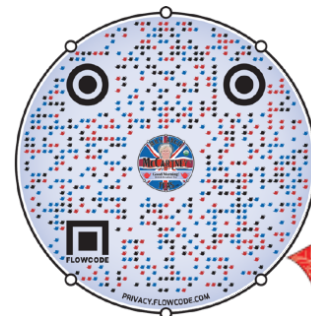


Dr. Angie McCartney



- INGREDIENTS:** Black tea.
- INGREDIENTS FROM:** Kenya / India
- REGION(S):** Nandi Highlands / Assam
- GROWING ALTITUDES:** 500 - 6500 feet above sea level
- GRADE(S):** BOP (Broken Orange Pekoe) / BP1 (Broken Pekoe #1)
- MANUFACTURE TYPE(S):** CTC (Cut, Torn and Curled)
- ANTIOXIDANT LEVEL:** High
- CAFFEINE LEVEL:** Medium
- KOSHER:** Yes
- VEGETARIAN:** Yes
- VEGAN:** Yes
- INFUSION:** Tending bright and coppery

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





LIVERPOOL RED TEA

The colour red always conjures up visions of hearts, love, and red letter days - special days. Every day can be a red letter day with a nice cup of Liverpool Red, with its specially satisfying aroma and taste of the treats in store for your taste buds.

An old French saying has it that to spend an afternoon in Provence is to spend an afternoon in heaven itself. So what's this got to do with Liverpool? Even though the ingredients are from anywhere EXEPT Provence. Plus, who wants to fantasize about a damp afternoon at The Kop? Oh wait - all those scallywags and footie supporters in their red & white scarves. So, back to the plot. The reason for the promise and dream of this tea lies in its altitude above the Mediterranean, crisp clean air and lush foliage. Provence literally teems with gardens, pastures and woodlands. A walk down one of its many country roads will have you stopping to pick wild strawberries, herbs, spices and especially flowers.



Dr. Angie McCartney



INGREDIENTS: Rooibos, Rosehip + Elderberry + Blueberry pieces, Lavender + Rose petals, Natural flavors (organic compliant).

INGREDIENTS FROM: South Africa / Chile / Albania / Egypt

REGION(S): Cederberg / Patagonia / Tirana / Nile River Delta + Fayoum

GROWING ALTITUDES: 1500 - 2500 feet above sea level

GRADE(S): Choice Grade #1

MANUFACTURE TYPE(S): Traditional process, Rolled and fermented

ANTIOXIDANT LEVEL: Low

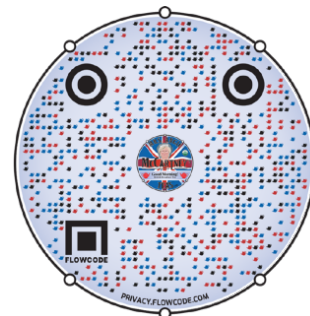
CAFFEINE LEVEL: None - Caffeine Free Herb

KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Reddish orange to full color



Contents: 18 pyramid tea bags to make 36 splendid cups of tea.



MAHARISHI PEACH

PEACH APRICOT BLACK TEA

Jim and I were on our belated honeymoon in The Bahamas in February 1965, which coincided with Ruth's 5th birthday on 15th and George Harrison's 22nd birthday on 25th, which we celebrated at a private home of one of their insider's on the island. George had already become interested in Indian culture, music and philosophy, and each of the Beatles was given a book on the subject at his birthday party. The German Chef at our hotel made a special cake for Ruth, and he got the message slightly wrong when he iced: "Happy Birthday Ruth, Jah, Jah, Jah, but we all knew he meant "Yeah, Yeah, Yeah."

If you can think of a fruit combination that sounds juicier, more delicious, or more sumptuous than peach apricot, please let us know. And evidently we aren't the first to hold that opinion. In China, archaeologists working during the time of Chairman Mao discovered evidence of people enjoying apricots and peaches together at least 4000 years ago. From those ancient times, both fruits eventually made their way westward in the form of cuttings and seedlings, traveling via Persia to the Mediterranean regions of Italy and Spain.



Dr. Angie McCartney & Ruth McCartney



INGREDIENTS: Black tea, Papaya pieces, Blackberry leaves, Apricot + Peach pieces, Calendula + Sunflower petals, Natural flavors (Organic Compliant).

INGREDIENTS FROM: Sri Lanka / Kenya / India / Thailand / China / France / Egypt / Poland

REGION(S): Nuwara Eliya + Dimbula + Uva / Nandi Highlands / Nilgiri / Petcahbun / Shandong / Provence / Nile Delta + Gdansk

GROWING ALTITUDES: 4000 - 8500 feet above sea level

GRADE(S): OP (Orange Pekoe)

MANUFACTURE TYPE(S): Orthodox (Traditional leafy)

ANTIOXIDANT LEVEL: High

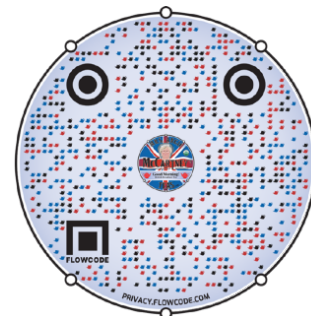
CAFFEINE LEVEL: Medium

KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Bright and coppery



Contents: 18 pyramid tea bags to make 36 splendid cups of tea.



PENNY LANE PEPPERMINT

A reminder of the famed location where “the barber shaves another customer” as depicted on the label, where you will see two barber’s poles, also reminiscent of candy canes, to reflect the sweetness of this perky brew, guaranteed to tickle your taste buds to go the extra mile

The Story Behind The Logo

The Classic British street sign displays the flavours in their respective colours as well as L18 for the district of Liverpool immortalized in song. The peppermint is represented by barber’s pole while “the barber shaves another customer.”

Everything and everybody needs a special day right? Well, according to the National Confectioners Association, February 19th is Chocolate Mint Day. Mmmm. That’s a good day. The combination of chocolate and mint is one of the most delectable flavor pairings known to humankind. It’s a fact. The exact origins of the combo are unknown, but considering people have known about both ingredients for thousands of years, it was no doubt a long, long time ago. (The ancient Maya and Aztec of South America discovered chocolate and mint is so old it features in ancient Greek mythology.)

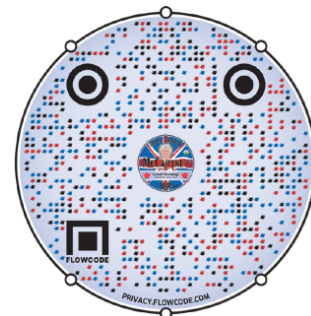


Dr. Angie McCartney & Ruth McCartney



- INGREDIENTS:** Black tea, Blackberry + Peppermint leaves, Natural flavors(organic compliant).
- INGREDIENTS FROM:** Sri Lanka / Kenya / India / France / USA
- REGION(S):** Nuwara Eliya + Dimbula + Uva / Nandi Highlands / Nilgiri / Provence / Washington State
- GROWING ALTITUDES:** 4000 - 8500 feet above sea level
- GRADE(S):** OP (Orange Pekoe)
- MANUFACTURE TYPE(S):** Orthodox (Traditional leafy)
- ANTIOXIDANT LEVEL:** High
- CAFFEINE LEVEL:** Medium
- KOSHER:** Yes
- VEGETARIAN:** Yes
- VEGAN:** Yes
- INFUSION:** Bright and coppery

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





ROCKSTAR RESCUE

When you have sung too high, too low, or too loud, or laughed too much (is that possible?) and your vocal chords feel like they have been to Burning Man or Woodstock, then give your throat the treat it needs with a soothing cup of RockStar Remedy. The camomile, honey, and other ingredients will have you back to normal (or as near normal as you ever were) in no time. Many of my 'big hair' rocker friends like this one. And a few baldy ones too.

As far as states of being go, serenity ranks right up near the top of what we as human beings aspire to. For some it's a walk in the woods, taking the air while birds call from the trees. For others serenity is found within - a calming of the spirit. Throughout human history many have tried to capture the feeling of serenity and what it means to us as individuals. The ancient Greeks developed the concept of ataraxia, the absence of cares and freedom from worry. From Buddhism we get Passaddhi, serenity of the body, speech and thoughts on the path to enlightenment. More recently, Romantic poet William Wordsworth, (7 April 1770 - 23 April 1850) wrote that "poetry is the spontaneous overflow of powerful feelings: it takes its origin from emotion recollected in serenity". We couldn't have said it any better ourselves.

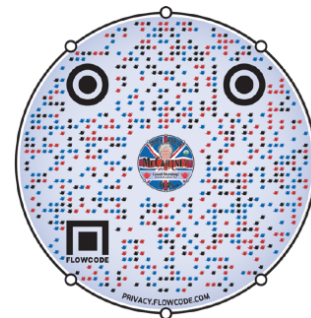


Dr. Angie McCartney



- INGREDIENTS:** Black tea, Blackberry + Peppermint leaves, Natural flavors(organic compliant).
- INGREDIENTS FROM:** Sri Lanka / Kenya / India / France / USA
- REGION(S):** Nuwara Eliya + Dimbula + Uva / Nandi Highlands / Nilgiri / Provence / Washington State
- GROWING ALTITUDES:** 4000 - 8500 feet above sea level
- GRADE(S):** OP (Orange Pekoe)
- MANUFACTURE TYPE(S):** Orthodox (Traditional leafy)
- ANTIOXIDANT LEVEL:** High
- CAFFEINE LEVEL:** Medium
- KOSHER:** Yes
- VEGETARIAN:** Yes
- VEGAN:** Yes
- INFUSION:** Bright and coppery

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





Strawberry Green Fields

Really titled Field, and not Fields, but it was the inspiration for John Lennon to write the song of the same name while on vacation in Almeria, Spain. It is said that he and his young friends Nigel Whalley, Pete Shotton and Ivan Vaughan used to bunk over the wall and play in the grounds of this home for deprived children, where they'd pick up empty lemonade bottles after garden parties and take them back to get the one penny refunds. John said he felt a kinship with the kids who lived there, as his childhood was not one growing up with both parents present. When he left us, a memorial of the same name was created in Central Park NY which is attended daily by global fans in tribute.

Long Island has been famous for its strawberries for as long as people have lived there. Local history books describe people going on picnics and nature hikes to pick the wild berries as far back as the 1850's - and that's only recorded history. Archaeological records show that the Native Americans who inhabited Long Island centuries ago were also fond of the sweet summertime fruit.



Dr. Angie McCartney & Ruth McCartney



INGREDIENTS: Green tea, Papaya + Strawberry pieces, Natural flavors (Organic Compliant)

INGREDIENTS FROM: India / China / Thailand

REGION(S): Nilgiri / Hunan Province + Shandong / Petchabun

GROWING ALTITUDES: 1500 - 4500 feet above sea level

GRADE(S): Sencha - Made to Japanese specifications

MANUFACTURE TYPE(S): Non fermented, Traditional steamed,

ANTIOXIDANT LEVEL: High

CAFFEINE LEVEL: Low

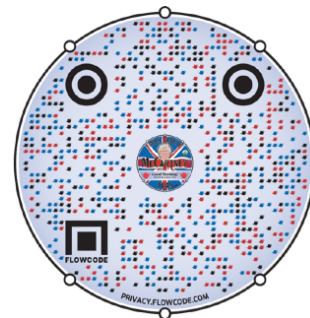
KOSHER: Yes

VEGETARIAN: Yes

VEGAN: Yes

INFUSION: Bright, pale green to yellow, light colored cup

Contents: 18 pyramid tea bags to make 36 splendid cups of tea.





CONTACT

lucy@mccartney.com

