



MALABAR TRADING COMPANY

Purveyor of Premium Whole Leaf Teas and Signature Malabar Chai Blends

Summer Catalogue 2009

Welcome to Malabar Trading Company

Simply select the items you want and email or call us with your order. You will receive a PayPal invoice via email for payment with the credit card of your choice. Easy! Call 831.469.8233 or email annaliese@malabartradingco.com.

Watching Your Caffeine Intake?

Caffeine Level	Milligrams
Coffee (5 oz. cup)	80
Cola (12 oz. can)	45
Black Tea	40
Flavored Tea	40
Oolong Tea	30
Green Tea	20
White Tea	15
Decaf Tea	5-10
Herbal Tea	0

To eliminate caffeine intake completely, consider switching to herbal tea, because even decaffeinated tea contains a trace (between 5 and 10 milligrams) of caffeine.



Signature Chai Blends

Chai, a spicy, sweetened tea with milk, originated in India and has long been enjoyed by travelers throughout the world. Chai is robust and deeply satisfying, and is often as popular with coffee drinkers as those who prefer tea. Chai makes a wonderful afternoon pick-me-up with its soothing fragrance and flavor.

Our signature Malabar chai blends allow you the option of brewing your own concentrate, using your preference of milk or other non-dairy beverage, and sweetening to your liking with honey, sugar, or artificial sweetener. Chai served abroad is generally much sweeter than American tastes. We encourage you to experiment!

Traditional Malabar Chai Mix (4.5 oz., \$8.)

Our signature chai mix – rich, malty Assam black tea paired with our ginger base spice blend produces a robust cup of chai with deep, rich flavor. This is the traditional chai served in Sri Lanka and India. Each package makes approximately 32 servings.

Vanilla Rooibos Chai Mix (Caffeine Free) (4.5 oz., \$8.)

Premium rooibos flavored with natural vanilla paired with our ginger based chai spice blend produces a smooth and calming cup of chai that can be enjoyed any time of the day! Each package makes approximately 32 servings.

Kashmiri Chai (4 oz., \$8.)

Prepared in the traditional manner with rich milk, Kashmiri Chai is fragrant with malty black tea and a heady blend of aromatic spices featuring cardamom. This chai would typically be served to esteemed guests at weddings or other festive occasions, but we enjoy it for dessert in the evening! Each package makes approximately 32 servings.

Tisanes & Herbal Teas

A tisane (TEE-ZAHN) is an herbal infusion made from a variety of dried fruits, dried or fresh flowers, roots, seeds or herbs that are steeped in water. Tisanes are caffeine free can be enjoyed hot or chilled.

African Rooibos (3 oz., \$8.)

Also known as South African red bush, rooibos is a soothing, caffeine-free beverage rich in essential minerals, high in antioxidants and low in tannin. Rooibos is delicious hot or chilled, over ice.

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“Annaliese Keller has the rare gift of a discerning “nose,” an understanding of food chemistry, and a passion for tea. Her training, her insistence on quality and her innate talents shine through in her truly exceptional line of premium teas. Malabar Trading Company raises the bar for American tea. They should be drunk with joy and reckless abandon!
 – Patricia Rain, *Vanilla Queen of The Vanilla Company*



“My spouse and I love to drink chai. I like chai latte made with soy milk, and he likes chai made with assorted black teas. The chai blends from Malabar Trading Company are made from the finest ingredients and are, by far, the BEST we’ve ever tasted.”
 – Evy Cambridge, *Aptos, CA*

Afternoon Bliss Tisane (3 oz., \$8.)

A soothing, caffeine free mélange of calming rooibos, soothing chamomile, orange peel and hibiscus. Contains no sugar or other sweeteners. Delicious hot or chilled.

Hibiscus Cooler Tisane (3 oz., \$8.)

A refreshing, all natural, caffeine free blend of hibiscus, lemon peel, peppermint and natural flavors. Contains no sugar or other sweeteners. Delicious hot or chilled.

Lemon Mint Tisane (3 oz., \$8.)

Green rooibos, lemon peel and peppermint create a delicious cup to be enjoyed at any time of the day. Contains no sugar or other sweeteners. Delicious hot or chilled.

Peppermint Tisane (1 oz., \$6.)

Dried peppermint leaves brew an exhilarating tisane with a icy-cool and refreshing minty taste. Enjoy peppermint tea sweetened with honey. It is delicious served hot or served chilled, over ice.

Ruby Sipper (3 oz., \$8.)

Citrusy and tangy, this herbal blend of blood orange peel, rose hips, hibiscus and safflower blossoms brews a refreshing, ruby hued tisane with the bright taste of orange. Delicious hot or chilled.

Vanilla Rooibos (3 oz., \$8.)

Rooibos is a flavorful alternative to tea for those seeking to minimize caffeine intake. Our premium Vanilla Rooibos is flavored with natural Bourbon vanilla.

Single Estate, Blends and Scented Black Tea

1947 Assam Blend (3 oz., \$8.)

Complex, full-bodied, smooth and malty, this fine Assam blend is very satisfying with a sweet, satisfying finish. Hearty enough for breakfast, with or without milk, this tea is enjoyable any time of day.

Afternoon Blend (3 oz., \$8.)

A superbly crafted blend of premium Darjeeling, Keemun, Assam and Nilgiri tea that produces a medium, coppery cup with exquisite flavor that is subtle and smooth. Perfect for afternoon tea, delicious plain or served with lemon. We highly recommend this blend for iced tea.

Belgrave Square Earl Grey (3 oz., \$8.)

The newest addition to our Earl Grey collection introduced this summer – an aristocratic blend of premium Ceylon teas with bergamot oil, cornflower petals and orange peel. This blend produces an elegant and distinctive cup of Earl Grey, perfect for afternoon tea.

Celebration (3 oz., \$8.)

The 2008 World Tea Expo winner for best black scented tea, this colorful blend is full of assorted flower petals, almonds and dried fruit and produces a spicy, rich cup redolent with cinnamon. Delicious hot or iced.

Classic Earl Grey (3 oz., \$8.)

A traditional favorite, this elegant Earl Grey blend produces a rich and full flavored cup of tea. We use a rich, premium Assam as the tea base that is flavored with natural oil of bergamot.

French Breakfast (3 oz., \$8.)

A perfect tea for pairing with your morning croissant – blended from extra malty Assam teas with a chocolate undertone. Excellent!

Imperial Lychee (3 oz., \$8.)

Sweet and fruity, this tea has delicate woody overtones with a hint of sweet lychee flavor. This delicious tea can be served with milk and sugar and also makes an excellent iced tea or a delicious dessert tea.

Inverness Morning Blend (Scottish Breakfast) (3 oz., \$8.)

Our Scottish breakfast tea is a dark, robust blend of malty black teas, bursting with rich, full bodied flavor and a hint of oakiness. Enjoy plain or with milk.

“I have been drinking Malabar Trading Company teas for almost a decade – and I still can't decide which is my favorite. Sipping on a pitcher of Apricot Green tea is the perfect refreshment for a workday in the garden. A cup of Afternoon Bliss Tisane helps me unwind from the rat race of Monday thru Friday. And I can't even get into the holiday mood until I switch over to their special holiday blends about December 1!”

– Cynthia Jordan, Santa Cruz, CA



“Malabar Trading Company's chai blends are outstanding. Just the right combination of flavors; spicy and fragrant. I adore the Kashmiri blend, but I'm a goner for the classic. It makes absolutely the best chai ever. And I use the rooibos when I'm craving a cup at night and want something caffeine-free. Fabulous!”

– Betsy McNair, Chef and

Cookbook Author, Santa Cruz, CA

Khongea Estate No. Fourteen (3 oz., \$8.)

This exquisite, full-bodied malty single estate Assam is complex and very satisfying with a sweet finish. Served with or without milk, this tea is hearty enough for breakfast, but enjoyable any time of day.

Keemun Mao Feng Imperial (2 oz., \$10.)

A handmade, limited production tea, this outstanding Keemun from the Anhui Province is an excellent example of a winey Keemun and is often referred to as the “Bordeaux of tea.” This tea creates a characteristically complex yet smooth, sweet cup with sumptuous roasty notes of cocoa, a hint of nutmeg and nuance of classic Keemun smokiness.

Knightsbridge Earl Grey (3 oz., \$8.)

A sophisticated blend of Earl Grey with lavender and jasmine blossoms and a hint of vanilla. This is a wonderful afternoon tea.

Lapsang Souchong Supreme (3 oz., \$8.)

A more refined version of Lapsang Souchong than commonly found, this distinctive tea has an assertive, exotic smoky flavor acquired during the drying process over cypress fires and produces a cup with a rich, smooth brisk body.

Leopard Blend (3 oz., \$8.)

One of our personal favorites, the tippy, extra long leaves in Leopard Blend steep an unmatched sweet and malty cup, with a smooth finish. Spectacular! Makes a delicious iced tea, too.

Persian Mint Tea (3 oz., \$8.)

Cooling peppermint blends with the muscatel highlights of an autumnal flush Darjeeling to create a cup reminiscent of tea served the reign of the Ottoman Empire. It is delicious served hot, slightly sweetened with honey and served with spicy foods. It is equally refreshing chilled, over ice, with a fresh sprig of mint and lemon zest.

Margaret's Hope Darjeeling (3 oz., \$8.)

Darjeeling is often described as the ‘champagne’ of tea. This highly aromatic tea brews a copper colored liquor that is bracing, perfumy with a classic muscatel overtones that lingers. There are few teas that can compare with this rare and venerable Darjeeling. This tea is perfect for afternoon tea.

Mont Blanc Earl Grey (3 oz., \$8.)

This elegant Earl Grey blend is scented with oil of bergamot with a nuance of vanilla and produces a creamy rich and full flavored cup of tea.

New Vithanakanda Ceylon Tea, Limited (2 oz., \$8.)

New Vithanakanda is a limited production tea and one of the finest teas from Sri Lanka. This special tea infuses to a warm russet color with a sweet rich honey fragrance and biscuity, fruity and honey-chocolate notes and a gentle, smooth finish. Medium bodied, it is a wonderful afternoon tea.

Royal Golden Yunnan (2 oz., \$10.)

This exceptionally crafted artisan tea consists of tender, highest quality leaf buds from the Yunnan varietal that are painstakingly hand-picked, sun-withered and then pile fermented for 40 days. Full flavored, deliciously smooth and malty, with floral overtones and a pleasing abundance of rich peppery flavor. Considered one of the top ten teas of China.

Sessa Estate Tea (2 oz., \$8.)

Complex, winey and malty, this fine Assam is very fragrant and rich with a sweet finish and is lighter bodied than most Assams. We think of this as the perfect afternoon Assam!

St. James Morning Blend (English Breakfast) (3 oz., \$8.)

This robust, invigorating blend of golden tipped spicy Yunnan and a strong, malty Assam black tea is bursting with rich, round flavor and makes an excellent breakfast tea. Enjoy plain or with milk.

Victorian Earl Grey (3 oz., \$8.)

This genteel tea is an ambrosial blend of premium Chinese rose congou tea, rose petals, lavender, rosemary and natural bergamot oil. It produces a delicate cup of tea with a sweet, floral flavor that is enjoyed by all. An exceptional afternoon tea.

"While I enjoy all of the Malabar Trading Company chais, the Vanilla Rooibos chai is simply the best chai I have ever tasted. It's my morning drink of choice, but because it is caffeine-free, I can drink it at any time of the day."
— K. Fairchilds, Soquel, CA



"I think the Malabar Trading Company's Vanilla Rooibos Chai is exceptional – fragrant and delectable. It has all the flavor of chai, with none of the caffeine. At Christmastime, I give packages of Vanilla Rooibos Chai to all my friends, and they love it too!"
— Jennifer Grubb, Aptos, CA



"Malabar Trading Company's Coconut Green Tea is a trip to the islands! After years of searching, this is the only green tea so far that has been able to tempt me away from a lifelong love of coffee!"
— Traci Tompkins, Aptos, CA

Green and Scented Green Tea

Apricot Green Tea (3 oz., \$8.)

Sencha scented with a natural apricot flavor is a delicious and refreshing beverage that can be enjoyed hot or chilled over ice – one of our best selling teas!

Coconut Green Tea (3 oz., \$8.)

Sencha green tea with natural coconut flavor and toasted coconut is a new summer favorite – delicious hot or refreshing served chilled, over ice!

Finest Jasmine Pearls (1.5 oz., \$10.)

Our Finest Jasmine Pearls begin with premium young tea leaves that are hand-rolled with fragrant jasmine blossoms picked just before they bloom. Once infused, the pearls unfurl into three or four leaves and yield an intensely scented aromatic brew. Enjoy multiple infusions.

Genmaicha (3 oz., \$8.)

A traditional Japanese favorite, our Genmaicha combines a superior grade of Japanese Sencha and Bancha and roasted brown rice and corn. It produces a light yellow hued "broth-y" cup with a refreshing taste that is both sweet and nutty.

White Monkey Paw (Bai Hao Zhu) (2 oz., \$8.)

A beautifully crafted, hand made tea with tightly curled green and downy white tips from the Wuyi Mountain region in the Fujian Province. It produces a very delicate cup with a noticeably fresh, sweet scent and smooth, velvety flavor.

Yellow Mountain Mao Feng Green (2 oz., \$8.)

This outstanding green tea is listed as one of the ten most celebrated teas in China and has been cultivated in the Yellow Mountain region for more than 300 years. Dark needle-like leaves steep an intoxicating cup with a sweet chestnut aroma and full flavor and can be enjoyed all day long. Enjoy multiple infusions.

Rare Oolong

Big Red Robe Oolong, Reserve (1 oz., \$10.)

Big Red Robe oolong (Da Hong Pao) is one of the most sought-after and renowned teas from the cliffsides of the Wuyi Mountains. A handmade, limited production tea, this distinguished oolong is quite unique and unlike more common teas. The first infusion is a strong, full bodied cup with a roasted, earthy quality. Subsequent infusions highlight the fruitier peachy notes – this tea can be infused as many as ten times – and each cup is outstanding.

Finest Jade Pearls Oolong (1 oz., \$10.)

Finest Jade Pearls Oolong from Taiwan is almost green in appearance with large, hand-rolled leaves. Once infused, the leaves unfurl to release the delicate floral notes, exquisite flavor and enchanting peach-like fragrance. This elegant tea may be infused multiple times.

Monkey Picked Oolong Supreme (1.5 oz., \$10.)

This superb, hand rolled oolong is beautifully crafted and is one of the finest high grown teas from the Fujian region. This tea has a pronounced aroma with a floral hint, a touch of peach and slightly "toasty" note – sweet, smooth and relaxing. Each subsequent infusion produces a unique tasting experience.

Special Orchid Oolong (1.5 oz., \$10.)

This fancy oolong is high grown in Taiwan's Tung Ting Mountains. Oxidized only about 22%, it is a highly aromatic, green oolong with a striking floral scent reminiscent of honeysuckle and gardenia. The infusion is full-bodied, smooth, fruity-sweet with toasty notes and a lingering aftertaste. The leaves may be infused multiple times.

Wild Ti Kwan Yin (2 oz., \$10.)

Grown on the rocky hillsides in the Fujian province, Wild Ti Kwan Yin is not cultivated commercially, but rather grows wild and is picked once a year in the early spring months. This semi-fermented tea produces a full bodied cup characterized by its fruity-floral aroma and long pleasant aftertaste.

I have been drinking the Malabar Chai and Afternoon Bliss Tisane for several years. Both are my primary teas depending on the time of day. I enjoy adding fresh ginger to the chai blend for extra kick. Berkeley has a huge variety of tea vendors but the teas from Malabar Trading are unique and very satisfying. Malabar Trading Company is always prompt in filling my online orders.
—Doug Jackson, Berkeley, CA

**Brewing Tips**

Follow the suggested brewing directions on the package of each tea for a place to start in discovering your personal preferences.

White and Scented White Tea**Silver Needle Jasmine Supreme** (1 oz., \$10.)

When infused, this exquisite, rare tea produces a pale, almost clear liquor with a delicate fragrance of sweet summer jasmine blossoms and a lingering, velvety finish. A true tea connoisseurs delight.

White Blossom Earl Grey (1.5 oz., \$8.)

Bai Mu Tan with its beautiful long, twisted leaves that resemble the large petals of a peony blossom and abundant downy silver buds, are lightly scented with oil of bergamot and blended with blue mallow blossoms. This delicate tea has a mild flavor that is sweet, full, and smooth.

White Peach (1.5 oz., \$8.)

A summer favorite – mild Bai Mu Tan lightly scented with the delicate, sweet flavor of ripe peaches produces a delectable cup that can be enjoyed any time of the day, hot or chilled.

White Pomegranate (1.5 oz., \$8.)

Redolent with the juicy-red tart flavor of pomegranate fruit and the delicate, sweet flavor of premium Bai Mu Tan white tea, this tea marries two rich sources of antioxidants into a healthful and delicious brew.

Brewing Tea :: Proper Preparation

- Start with cold, filtered or bottled drinking water.

Heat water to the correct temperature for the tea you are brewing (see chart below). Do NOT use boiling water for green or white teas. Boiling water will burn the leaves and create a bitter infusion. The cooler water temperature is critical for green and white teas.

- Use 2 grams or 1 teaspoon* of tea leaves per 6 ounces of water.

**Exception: white tea leaves are much less dense and compact than other types. If you're not weighing the tea, use 2 teaspoons of white tea leaves.*

- Add water to tea leaves and steep tea according to the chart below.

Please note that these are general guidelines. The amount of steeping or infusion time will determine its strength. Experiment infusing different teas at varying strengths until you discover what you enjoy best.

TEA	WATER TEMPERATURE	STEEP TIME
White Tea	160 - 170 degrees F	1 - 3 minutes
Green Tea	180 degrees F	2 - 6 minutes
Oolong Tea	190 degrees F	1 - 8 minutes
Black Tea	Boiling	3 - 4 minutes
Herbal (tisanes)	Boiling	5 - 8 minutes

Generally, black teas can be infused only once. Green, white and oolong tea leaves may be infused up to three or four times, or until flavor is exhausted. Increase the infusion times by two to three minutes for each subsequent brewing. Oolongs will exhibit very different characteristics with each infusion, with the second and third cup considered much better than the first!

Use this chart as a beginning guideline. Then, experiment! You may discover that you like to use more tea with shorter brewing times. Keep notes or a tea diary to keep track of your personal preferences and special characteristics of the teas you enjoy most.

Commonly Asked Questions

Q: How many cups will I get from one ounce of tea?

A: *A pound of tea yields between 200 - 250 cups of tea. An ounce of black tea will yield between 12.5 and 15 cups of tea. However, 1 ounce of oolong, green or white tea makes a minimum of 45 cups!*

Q: How much loose tea should I use?

A: *Typically at professional tastings, the optimum tea quantity is 1.5 grams per 5.5 ounce cup of water. However, few have a gram scale at home and must rely on common household measures, such as a teaspoon. Start with a level teaspoon of loose tea, and then adjust it up or down according to your taste. It doesn't take long to find your preferred strength. Keep in mind that brewing black tea longer does not make it "stronger" but rather results in a bitter, distasteful cup of tea. If you enjoy a robust cup of black tea, add a little more loose tea, but keep the brewing time under 4 minutes to avoid releasing bitter tannins.*

Q: What equipment do I need to brew tea?

A: *Your brewing equipment can be as simple as a saucepan and a small mesh strainer. Some people like to use tea pots, and others who drink tea daily may invest in a tea infuser or a cup with a fitted mesh insert. Do NOT use "tea balls" with our loose tea! Loose teas brew best with lots of water to circulate. Stir your loose tea into a pot of water or tea pot, cover, allow to infuse the proper amount of time and then strain the tea through a strainer into your cup.*

Q: Do you sell decaffeinated teas?

A: *No. However, decaffeination is a simple process. Pour hot water over the tea leaves and steep for 30 to 60 seconds. Discard the water, then infuse the leaves again using the appropriate temperature of water for your tea. This method will remove most (about 80 percent) of the caffeine.*

Commercially decaffeinated tea undergoes processing where a solvent is used to dissolve the caffeine and then the solvent is removed from the tea. Two solvents are commonly used: ethyl acetate and CO2. Both methods are considered fairly safe and effective. Two major advantages of the CO2 process are that it does not leave a chemical residue and has minimal effect on the beneficial compounds found in tea.

No "decaffeinated" tea or coffee is 100 percent caffeine free. If you need to eliminate caffeine from your diet completely, switch to an herbal tea.

Q: Do you teach classes or provide tasting events?

A: *We enjoy teaching classes and helping people learn more about tea through tea tasting events. We have found it's best to keep classes small and intimate, no more than 10 people. If you're interested in hosting an event, we'd be glad to organize it for you.*

Q: Where else do you sell your teas?

A: *We currently sell our teas direct through online orders and at the Monterey Bay Certified Farmers Markets. We enjoy helping established customers select teas as well as educating new customers about tea. Our facility at Iveta Gourmet, in Santa Cruz, will be opening a new café in late Summer 2009, and many of our teas will be available there.*



Professional Memberships

International Association
of Culinary Professionals

Tea Association of the USA

Specialty Tea Institute (STI)



About Malabar Trading Company

Established in 1994, Malabar Trading Company is primarily an online tea store offering a wide selection of premium single estate loose leaf teas, signature chai blends, unique herbal tisanes and tea accessories. We source our spices and exquisite teas from tea gardens and tea estates renowned for quality, handcrafted teas that are grown and cultivated using sustainable farming practices.

Our office and warehouse are located in Santa Cruz, CA. In addition to our online business, we participate in the Monterey Bay Certified Farmers Markets: Aptos Farmers Market at Cabrillo College (Saturdays, 8 am until 12 pm); Del Monte Farmers Market at Del Monte Shopping Center in Monterey (Sundays, 8 am until 12 pm); and Monterey Farmers Market at Monterey Peninsula College in Monterey (Thursdays, 2:30 pm until 6 pm). For more information about these fabulous local farmers markets, see www.montereybayfarmers.org.

Our Mission

Since 1994, our mission has been to expand the awareness of tea, revive classic European style blends, and to source rare, special manufacture or competition quality teas crafted by consummate tea artisans for our expanding customer base. The Malabar Trading Company is committed to providing our customers with exquisitely crafted, high quality tea and offering an impressive selection that will appeal to novices beginning their journey into the world of tea, as well as knowledgeable tea connoisseurs with a discerning palate.

Our Founder

Annaliese Keller is the founder of Malabar Trading Company. Prior to establishing Malabar Trading Company, Ms. Keller founded Teknøs Design Group, a marketing communications and advertising group.

While traveling through Asia, Ms. Keller was fascinated by the lush, verdant tea gardens and the intoxicating spices at village markets. Her desire to learn more about tea and blending exotic spices transformed into a passion that would later become the Malabar Trading Company. Today, Ms. Keller sources tea from many gardens and estates around the world, manages Malabar Trading Company's operations, and is an active member of several tea associations and the International Association of Culinary Professionals (IACP). She continues to work in marketing communications and business development and currently serves as Director of Marketing for the Monterey Bay Certified Farmers Markets, the premier farmers markets on the Central Coast.

Contact Us

If you have any questions, comments, or concerns feel free to contact us at 831.469.8233 or annaliese@malabartradingco.com.