



# JAYA TEAS

Premium Teas From The Highlands<sup>®</sup>

*Press Kit*

# The Story of JAYA TEAS

This is a story of an unlikely person starting an unlikely business in an unlikely place. Until 2001, I was living a happy life in India, in a small town called Jaipur, practicing medicine, seeing patients and treating them. But as fate would have it, in 2001 I emigrated to the United States to start a new life with my American husband. When I arrived here it struck me rather odd that while the Americans had excellent selections of coffee, their selections of tea were rather appalling! Coming from a “tea family” [several generations of my family have been involved in tea business] this kind of indifference to quality was shocking to me. So, I set about to do what any person passionate about tea would do; start a tea company and leverage my tea connections in India to source premium quality teas, as a service to the people of my newly adopted land. And this is how, Jaya Teas came into being.

I decided to call the company Jaya Teas, for two reasons. One, in ancient Sanskrit the word Jaya means “Victory”. By adopting the name “Jaya” I hope that the tea company will be able to provide the US tea drinker a small measure of victory over mediocre tea available in the super markets, over mediocre customer service from tea vendors, and in general, over mass market commoditization of our lives.

The second, and perhaps more important reason is that Jaya is also my daughter's name. In naming the company after my daughter I wanted it to serve as a constant reminder to every body in the company that our company stands for something more than simply selling teas. We are not in the business of selling teas, we are in the business of providing satisfaction. I hope you will join us in celebrating the wonderful beverage that has been providing satisfaction for centuries.

Dr. Madhulika Pareek-Joshi

# Mission of JAYA tEAS

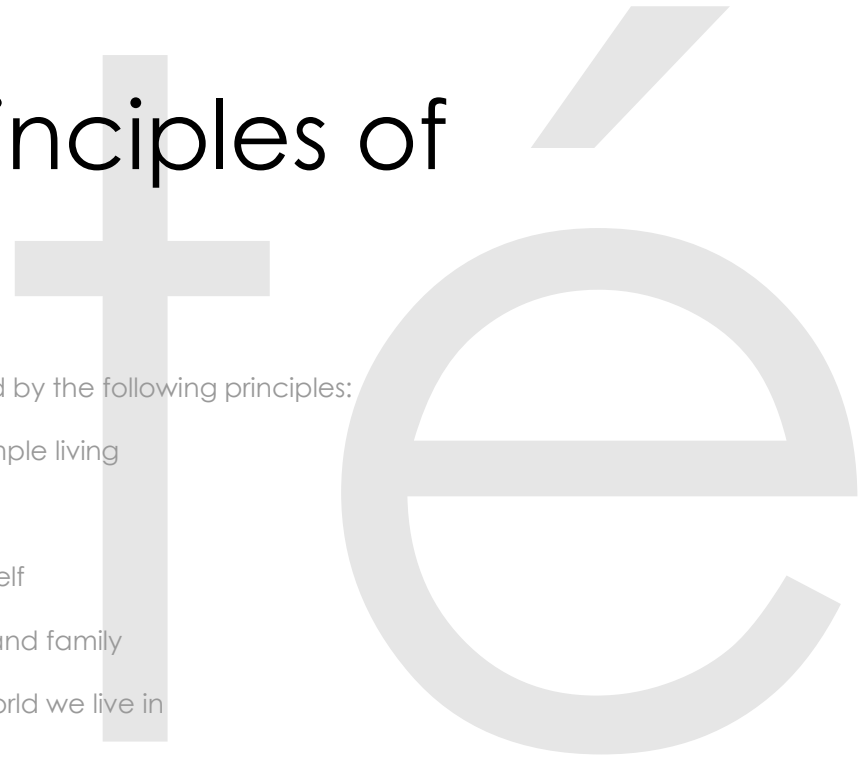
The mission of Jaya Teas is to help people realize greater satisfaction in life by

- Increasing the customer awareness of the outstanding teas available to them
- Providing to them premium quality teas and related merchandise at reasonable prices
- Providing outstanding customer service

## Operating Principles of JAYA tEAS

In our day-to-day activities, Jaya Teas is guided by the following principles:

- Endorse and encourage the values of simple living
- Do not compromise on quality
- Treat customers as you would treat yourself
- Be fair to employees, suppliers, partners and family
- Give back to the community, and the world we live in



# About tEAS

Tea is a natural beverage brewed from the leaves of an evergreen plant called *Camellia sinensis*. Due to its versatile nature, *Camellia sinensis* is grown all over the world from the mountains of India to the plains of Kenya. However, the taste of tea differs greatly based on where it originates, the type of soil, and the elevation of the plantation where it is grown. High elevation teas tend to be far more flavorful than the lower elevation tea. This is because at higher altitude the gardens tend to have cooler temperatures and higher rainfall, allowing the tea bush to grow slowly and luxuriantly. However, the yields of high altitude gardens is often lower than the gardens in the plains, which accounts for the rarity, and higher prices of these teas. High grown teas are rarely available in the super market (super markets operate on lower price, high volume products); most high grown teas are available only through specialty tea vendors like Jaya Teas who have the ability to source the teas directly from the gardens and can guarantee the authenticity of origin.

There are four main types of teas: **White**, **Green**, **Oolong** and **Black** teas. The **White** tea is produced by plucking the most delicate leaves and buds, which are then steamed and dried immediately thus preserving its natural flavors and oils without any modification. Because the leaves are not processed, the white tea is a very delicate tea and stays good only for a short period of time. **Green** tea is produced by plucking slightly older tea leaves which are then steamed, rolled, and then dried. This limited processing of the teas allows green teas to retain the characteristic flavor and the naturally occurring oils and alkaloids.

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**Oolong** teas are teas that are semi-fermented before drying to give them a characteristic natural flavor. The process of producing Oolongs begins with picking of the leaf early in the morning. The leaves are then partially dried indoors to promote fermentation. When the leaves start turning red - the leaves are rubbed repeatedly by hand or mechanically to bring out the flavor and aroma, before finally drying over charcoal fired kiln. Finally the teas are blended to produce a characteristic flavor of the garden or the brand.

**Black** tea, is a close cousin to the Oolong in that if the tea is fermented long enough, the leaves turn fully black, hence the term "black tea". There are two types of black teas: Orthodox teas and CTC teas. Most teas commonly found in the Western countries tend to be the Orthodox form of teas. Orthodox teas have the appearance of a leaf either whole or broken and are distinctly different from CTC teas which tend to be in the form of round globules. Like the other teas, the process of producing orthodox black tea begins with picking of the leaf, which is then brought to the factory where it is dried on ventilated trays until the teas loose some moisture and become limp. These limp leaves are then gently rolled under mechanical rollers to break them and bring out their juices and oils (good black tea feels quite oily to touch). Teas are then allowed ferment for up to 18 hours, following which they are dried using hot air blowers. Once the teas are dried, they are graded by passing them through various grade sieves – with the larger leaf being graded superior than the smaller size leaf.

# Premium Teas From The Highlands

Tea is a delicate product which, unless stored under careful conditions, easily changes in character. Mass merchandisers who produce the super market brands are concerned with producing a standardized tea at the lowest possible cost. This kind of standardization kills the originality and uniqueness of the tea leaf, with the freshness of the leaf falling victim to the unusually long shelf life expected from these teas.

Jaya Teas is a retailer of premium single estate teas and high quality blends selected for their characteristic flavor, aroma and liquor. Premium estate teas sold by Jaya Teas are high elevations from the highlands of India, originating at the foot hills of Himalayas. Jaya Teas carries only the teas originating in the world famous highland estates of Darjeeling, Kangra and Dooars, at the foot hills of Himalayas, along with teas from the Assam hills in the east, and Nilgiri hills in South. Jaya teas are carefully selected by our master tea taster, Mr. Sandeep Tiwari and Ms. Mridul Tiwari, for their delicate aroma and character. These teas are vacuum packed immediately at source, to seal their freshness, and are usually shipped by air to limit their exposure to heat and moisture (heat and humidity are the two worst enemies of tea, both tend to destroy the freshness and delicate flavors of tea). Once the teas arrive in United States, we pack them in a specially designed tea caddy, which carries a sachet of silica gel inside the lid to preserve the freshness long after the customer has opened the poly bag. These teas are then stored carefully under controlled conditions so that when you receive the teas in your home, the teas are as fresh as when they were first packed.

# Health Benefits of Tea

Our body, as a part of its natural metabolic processes, produces free radicals that attack the cells and cause oxidative damage to DNA and other units of cell. It has been scientifically established these oxygen free radicals are responsible for the cumulative effects of aging produced over time and play a role in causing cancer, heart disease and other chronic diseases. Removal of free radical before they can inflict damage on our body helps us stay disease free and healthy. Naturally occurring substances such as Vitamin C and E present in fruits and vegetables are known to help in removing oxygen free radicals. Tea too contains anti-oxidant substances called "flavanoids" which are known to remove these free radicals, metabolize lipid peroxides and precipitate metal ions. The common perception is that Green tea contains the largest concentration of flavanoids. Truth is, the only difference between green tea and black tea is that black tea is the oxidized form of green tea leaf. In the process of oxidation, some of the simple catechins are converted into complex flavanoids such as theaflavin, which have the same anti oxidation effects as simple catechins. However the total amount of flavanoids is roughly the same between all different forms of tea. Thus, whether you are drinking green tea, Oolong or black tea, you are receiving the same health benefits of tea.

Another health benefit of tea is hydration. Unlike coffee, tea is not a significant diuretic. In fact it is said that three to four cups tea through out the day would provide you all the hydration you would need! This important aspect of tea is significant to individuals and athletes who engage in exercises that cause natural dehydration. For such athletes, tea is an alternative form of refreshing beverage that provides a good pep, while also replacing some of fluids lost during workout.

# JAYA TEAS

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