



JACKSONS OF PICCADILLY

A step by step guide to serving Jacksons of Piccadilly Loose Teas

BLACK, GREEN & WHITE TEAS

After pre-warming the pot, add one rounded teaspoon of tea leaves per person to the teapot. As a more delicate tea, it is important to brew carefully.



BLACK TEA

Pour freshly drawn boiling water over the tea leaves. Allow to infuse for up to two minutes depending on the strength of taste preferred.



WHITE & GREEN TEA

Allow freshly drawn boiled water to stand for a minute before pouring, to ensure the delicate leaves are not 'burnt' by the boiling water. Pour the hot water over the tea leaves. Allow to infuse for up to two minutes depending on the strength of taste preferred.

BLACK TEA

Present the pot of tea with a tea strainer, milk, sugar and slices of lemon served separately.

WHITE & GREEN TEA

Best enjoyed without milk or sugar.

When serving always strain loose tea with a tea strainer to catch the loose leaves.





HOW TO SELL JACKSON'S SPECIALITY LOOSE TEAS OF PICCADILLY

Scenario 1

Your customer wishes to experience an exquisite and fine tasting tea but is unsure what variety of tea to choose.

Let your customer know the range of Jackson's loose teas that you serve.



Scenario 2

Your customer already knows the variety of Jackson's tea they would like to drink.

Talk your customers through the range to help them decide.

Explain the different tea characters and their origins (see descriptors below).
If there is more than one person perhaps suggest they order a selection of teas to try a variety, perhaps one green, one white and one black tea from the rare loose tea and regional loose tea ranges.

Jackson's of Piccadilly, the purveyors of fine quality teas since the 18th century, offer a sophisticated tea range of the most exquisite and fine-tasting teas including:

REGIONAL LOOSE TEA

Signature Chinese Sencha Green Tea
Grown in the Zhejiang Province, the leaves are gently steamed to preserve their delicate, sweet grassy character, yielding a smoother tasting tea high in antioxidants.

High Grown Ceylon

A blend of Uva and Dimbula leaves slowly grown at between 4,000 and 6,000 feet in Sri Lanka, produced during the dry season for a high concentration of flavour, resulting in a rounded, full flavoured and yet mellow tea.

Kenyan Orthodox

Grown at 8,000 feet on the Southern slopes of Mount Kenya and uniquely rolled, resulting in a truly unusual and yet instantly recognisable African tea; almost sweet caramel in character, mellow and light.

Chinese Keemun

Grown in the Annu Province, this delicate, subtle and smooth tea is lightly scented with the distinctive hazelnut-like aroma and delicate, yet rich full-bodied taste unique to the Keemun character.

Once the customer has selected a tea or teas, ask if they would like anything else to accompany their tea e.g. a selection of mini sandwiches, scones, a light snack etc.



RARE LOOSE TEA

Darjeeling Second Flush

Grown in the foothills of the Himalayas, on the cool, misty slopes of the Kachenjunga mountains, the second flush Darjeeling has an exquisite aroma of grapey freshness and a gentler, well balanced aromatic muscatel character.

Signature Chinese White Silvertips

The youngest, downy, unopened buds of the Camellia Sinensis plant grown in the Yunnan Province, hand-picked and processed entirely by hand, resulting in a most delicate tasting tea; subtle, fresh and sweet peachy in character.