

# Xanadu® and Country Spice®

## TEA SELECTION GUIDE



Watch out, coffee! You're not the only great beverage in town.

Premium teas are experiencing rapid sales growth and have created profitable opportunities for specialty foods retailers. Xanadu and Country Spice teas from Coffee Bean International provide your store the quality products and promotional materials needed to

capture your share of these lucrative sales!

CBI has been one of the nation's largest purchasers of high quality teas for over twenty five years. We leverage this buying power to benefit our customers by gaining access to some of the world's most desirable teas and offering them at great prices. Xanadu's selection alone includes over 40 delicious "Teas from the Secret Garden", all carefully chosen to best represent the premier growing regions located in remote corners of the world.

This Tea Selection Guide contains a complete listing of CBI teas. It's designed to assist you in creating a successful selection for your store by illustrating and explaining each tea's

unique flavor characteristics. Retailers can easily customize their selection, attracting new business while keeping their stores fresh and interesting.

If you appreciate our delicious Xanadu and Country Spice teas, we know that you will also enjoy CBI's other high quality products, including our selection of Panache® and Café Tierra® coffees and Panache Blender Mixes and Cocos.



from the secret garden  
**XANADU**<sup>®</sup>  
fine teas



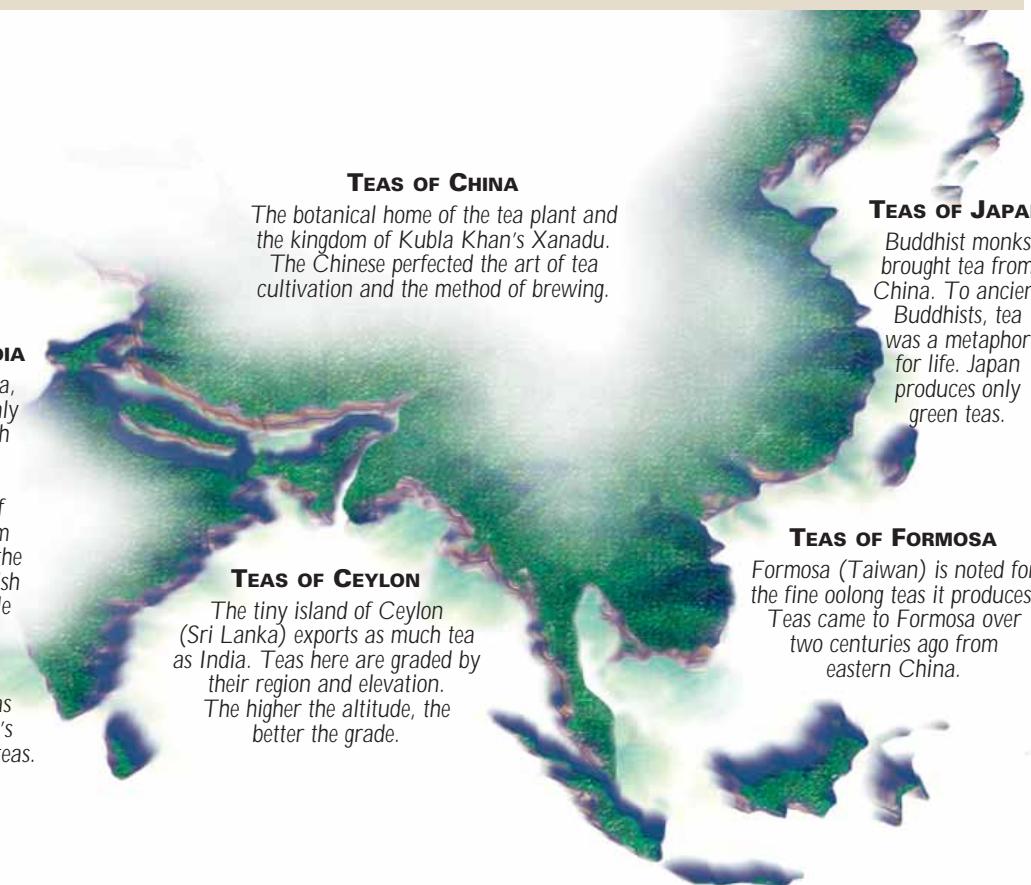
Distributed by

**CBI COFFEE BEAN INTERNATIONAL**

2181 NW NICOLAI STREET / PORTLAND, OREGON 97210 USA  
503-227-4490 / 800-877-0474 / FAX: 503-225-9604  
[www.coffeebeanintl.com](http://www.coffeebeanintl.com) / [products@coffeebeanintl.com](mailto:products@coffeebeanintl.com)

## Xanadu Fine Teas.

Xanadu fine teas capture the mystery and intrigue that has drawn generations to this splendid drink. Our vast tea selection comes from around the globe; most are from small hidden gardens, renowned for producing the finest teas in existence. Xanadu's quality is distinct; no detail has been overlooked in creating teas that will always excite and please your customers. Xanadu removes the mysteries of selling tea by providing a comprehensive selection, attractive merchandising displays and innovative brewing accessories. We offer a complete support program for retailers who want to add tea to their stores or merely build a larger selection. The two-pound Xanadu package accommodates bulk sales and brewing, while smaller dispenser boxes offer 25 cafe-sized tea bags per box.



**TEAS OF INDIA**  
 Outside China, India is the only place on earth where tea is indigenous. Black teas of India's Assam Valley reflect the country's British heritage, while delicate Darjeeling teas from the Himalayas are the world's most treasured teas.

**TEAS OF CHINA**  
 The botanical home of the tea plant and the kingdom of Kubla Khan's Xanadu. The Chinese perfected the art of tea cultivation and the method of brewing.

**TEAS OF JAPAN**  
 Buddhist monks brought tea from China. To ancient Buddhists, tea was a metaphor for life. Japan produces only green teas.

**TEAS OF CEYLON**  
 The tiny island of Ceylon (Sri Lanka) exports as much tea as India. Teas here are graded by their region and elevation. The higher the altitude, the better the grade.

**TEAS OF FORMOSA**  
 Formosa (Taiwan) is noted for the fine oolong teas it produces. Teas came to Formosa over two centuries ago from eastern China.

### XANADU PACKAGED DISPENSER BOXES OF TEA BAGS

25 Tea bag Dispenser

- Chai ▲
- Chamomile ▲
- Cinnamon & Orange ▲
- Decaf Cinnamon & Orange ▲
- Decaf English Breakfast ▲
- Earl Grey ▲
- English Breakfast ▲
- Green Dragonwell ▲
- Khan's Delight ▲
- Snow Monkey Plum ▲
- Thai Lemon ▲
- Tropicana ▲

### Xanadu Tea Flavor Guide.

We've cupped our teas and created a scale guide to help you better understand each tea's unique flavor profile. Teas were ranked mild, medium or strong in flavor strength. Then, for each tea, we've given you a visual clue as to its make up by changing the color of the tea pots.

For example the chart below illustrates a mild green tea.



Signifies Green Tea



Signifies Oolong Tea



Signifies Black Tea



Signifies Herbal/Tisane

# SINGLE-ORIGIN TEAS

## TEAS OF CEYLON

### CEYLON SUPREME #1 STRONG BLACK TEA

The flavor of Ceylon Supreme #1 is full, with a dark amber extraction. Smooth—with a remarkable depth enhanced by its moderate acidity—this Xanadu tea may be enjoyed black or with a bit of milk for extra richness.



### RUHUNA HIGHLAND ESTATE OP STRONG BLACK TEA

This fine tea creates an extraordinary golden-colored cup that is perfect as an afternoon or evening tea. Strongly flavored with a pleasantly assertive quality, this tea may be enjoyed black or with a splash of milk for extra richness.



## TEAS OF CHINA

### ANHUI KEEMUN CONGOU MEDIUM BLACK TEA

A long, slender, tightly rolled leaf, with an orchid-like aroma characterizes this tea. Keemun teas are treasured for their brilliant red liquor with a unique, naturally sweet flavor and alluring aroma. This tea is delicious by itself, or with milk or sugar.



### GREEN DRAGONWELL MILD GREEN TEA

From Zhejiang, Green Dragonwell proffers a light, nearly transparent white jade colored liquor with an aroma both sweet and herb-like.



### TEMPLE OF HEAVEN MILD GREEN TEA

Temple of Heaven surrenders a cup rich in flavor and surprisingly full-bodied compared to most other green teas. The taste is smooth and clean—slightly herbally in nature. As with other green teas enjoy our Temple of Heaven without milk or sugar.



### YOUNG HYSON MILD GREEN TEA

A lovely tea characterized by a long twisted leaf which yields a cup with a smooth, pale-green hue and a delicate sweet flavor. Enjoy this tea without milk or sugar.



### YUNNAN TEA BRICK

These rare bricks of pressed Yunnan tea were first used as a monetary unit in ancient times. Unlike coined money that lost value the farther it wandered from its origin, tea bricks became increasingly valuable as travelers and merchants journeyed further away from the origin of the tea.



## TEAS OF JAPAN

### GENMAICHA MEDIUM GREEN TEA

For delicious flavor, the master Japanese tea maker blends in a small amount of brown rice during the last firing—some of which pop open as they are toasted—adding a delicate nutty and toasty sweetness to the final cup. Always drink Japanese green teas straight, without addition of milk or sugar.



### SENCHA SPIDERLEG MILD GREEN TEA

Gently releasing a slightly sweet, fresh-from-the-bush flavor, Sencha Spiderleg tea is delicately flavored with an ephemeral body and brightly lingering after-taste. Drink this green tea straight, without milk or sugar.



## OVERVIEW OF SINGLE-ORIGIN TEAS

“Single-Origin” teas—like their coffee counterparts—are from one particular garden or location within a producing country. Our single-origin teas come from Ceylon, India, Formosa, China and Japan.

These teas represent their countries best offerings of green, oolong, or black teas—the three primary stages of oxidation that freshly harvested tea leaves undergo. The teas' levels of oxidation, along with its place of origin, are the two primary reasons why the world's single-origin teas taste so different from each other.

## TEAS OF FORMOSA

### BLACK DRAGON CHOICEST OOLONG MILD OOLONG TEA

Yielding a honey-colored liquid with a flowery sweetness and a delicate ripe peach-like aroma, our rare Black Dragon Choicest Oolong has none of the astringency associated with common oolong teas. Black Dragon Choicest Oolong is best when enjoyed as brewed, without milk or sugar.



### CLASSIC OOLONG MEDIUM OOLONG TEA

Traditionally an evening tea, Xanadu Classic Oolong leaves are barely exposed to the air before drying, yielding a smooth, amber-colored cup with a delicate fruit note in the finish.



### PANFIRED GREEN MEDIUM GREEN TEA

Brewed Panfired Green tea is a rich jade green with a refreshing brightness and flavor. This unpretentious tea complements all evening foods, and is best when enjoyed in the classic fashion without milk or sugar.



## TEAS OF INDIA

### ASSAM ESTATE TGFOP STRONG BLACK TEA

A tea brimming with body and flavor, Assam Estate T.G.F.O.P. rewards the drinker with a deep malty taste, and a rich smooth nature. Perfect to enjoy with milk, or brewed strong and taken straight.



### DARJEELING ESTATE TGFOP MEDIUM BLACK TEA

Sometimes called the “Champagne of Teas,” fine Darjeeling black teas brew up amazingly bright and aromatic—fairly dancing across the palate. Perfectly balanced between depth and flavor, this tea fills the senses and has a remarkably crisp, resonating finish. Always drink straight up without milk or sugar.



### DARJEELING TGBOP MEDIUM BLACK TEA

The world's finest black teas are grown in the hauntingly beautiful mountains of Darjeeling India. Growth at this elevation is slow, with the leaves developing unrivaled intensity of flavor, moderately bodied yet bright and crisp in the cup. Savor this tea black as brewed, without milk or sugar.



# BLENDED TEAS

## OVERVIEW OF BLENDED TEAS

We have carefully developed a fine selection of Xanadu blends. Blends—typically created from several single-origin teas—are designed to offer a balance of flavors that does not typically exist in nature. Some of our blends are inspired by historical research, others by our desire to create a memorable cup that will be unique to the retailers of Xanadu.

### ENGLISH BREAKFAST MEDIUM BLENDED TEA



Xanadu English Breakfast blend offers a flavor and aroma that is bright and uplifting, balanced perfectly against a background of mild smoothness and body. A perfect tea to take with a splash of milk. This tea is also available decaffeinated.

### IRISH BREAKFAST STRONG BLENDED TEA



A traditional morning blend brimming with a bracing aroma and hearty taste—as dark with flavor as the evening's traditional pint of Irish stout. Enjoy this satisfying cup of tea straight up in a mug or with a bit of fresh milk added for extra richness and body.

### BUY MORE AND BUILD CBI POINTS!

With every pound of Xanadu and Country Spice tea purchased, receive one CBI point to use for exciting awards—call for details.

### ORGANIC GREEN TEA WITH MINT MEDIUM BLENDED GREEN TEA



Offering a perfect balance of organically grown flavors, Xanadu has created a traditional Moroccan blend of fine green tea blended with aromatic and sweet peppermint.

### RUSSIAN CARAVAN STRONG BLENDED TEA



This tea recreates the fabled dark teas of the Czars. Full-flavored Chinese black tea—wonderfully accented with a subtle smoky note created by wood fires—brews up strong and bold, perfect with milk.

### STAR OF PERSIA STRONG BLENDED TEA



A traditional blend of full-bodied black teas with gentle aroma and subtle vanilla-like flavor. Accented with ruby sugar crystals, Star of Persia is slightly sweet and perfect straight or it can take a bit of milk.

# SPICED TEAS

## SPICED TEAS OVERVIEW

One of today's most important categories in the specialty tea business was virtually unknown a few years ago. "Chai"—a traditional Indian and Nepalese name for both a spiced black tea blend as well as the beverage (...think of "espresso", with its dual meanings as both a blend and a beverage) has become mandatory for specialty coffee retailers to offer on their brewed beverage menu. There is no "authentic" chai recipe—every family seems to have their own favorite—but the Xanadu mix of sweet and savory spices would be perfectly at home anywhere in India.

### CHAI STRONG SPICED BLACK TEA



Chai combines India black tea—lightly sweetened—with spices both sweet and savory, including cinnamon, cardamom, and pepper. Add milk for a taste like the traditional beverage of India and Nepal.

### GREEN TEA CHAI STRONG SPICED GREEN TEA



Green Tea Chai combines lightly sweetened green tea with spices, including cinnamon, allspice, and cloves. Add milk for a taste like the traditional beverage of India and Nepal.

# SCENTED TEAS

## OVERVIEW OF SCENTED TEAS

Teas that are scented begin as a single-origin or blended tea and then are taken one step further with the addition of subtle flavor and aroma from highly-scented flower petals, citrus rind or even wood smoke. They differ from flavored teas, which have their stronger flavoring added in the form of liquid flavor extracts.

### EARL GREY MEDIUM SCENTED BLACK TEA



Xanadu Earl Grey remains as true as possible to the original blend, and will delight you with a cup well-balanced between the exotic citrus notes of Bergamot and the underlying smooth flavor of a high quality black Chinese tea. This tea is also available decaffeinated.

### JASMINE MILD SCENTED GREEN TEA



Delicately scented with aromatic Jasmine flowers, this tea is based on a healthy pouchong green tea. Enjoy this superlative jasmine-scented tea exactly as brewed, without milk or sugar.

### NIGHT BLOOMING JASMINE MILD SCENTED GREEN TEA



Xanadu Night Blooming Jasmine is scented for five successive nights when the Jasmine is in bloom—significantly longer than other Jasmine teas—and so develops a depth of flavor and brightness of aroma that is unique.

### PINE SMOKED LAPSANG SOUCHONG STRONG SCENTED BLACK TEA



Pine Smoked Lapsang Souchong begins as a full-bodied Chinese black tea, before it is gently cold smoked. Deeply aromatic with the silky luxuriousness of the wood smoke, it yields a cup of incredible depth and richness. Drink as brewed for a strong cup, or add milk and sugar.



DISPENSER BOXES  
CONTAINS 25 TEA BAGS



BULK TEAS  
2 LB. BAG WITH LOOSE TEA

## T-Sac® #2 Tea Filters

T-Sacs tea filters are made in Germany of high-quality unbleached paper and are designed to allow quick brewing of a single tea serving using bulk tea instead of tea bags.

### FEATURES & BENEFITS

Make your own tea bag: Allows retailers/customers to custom brew a multitude of bulk teas, creating a diverse menu at a low cost. T-Sacs will also encourage bulk tea sales.

Individualize tea portion: Allows customization of tea strength (mild to wild).

Attractive packaging: In addition to in-store use, this product can be sold by the box at retail or used in gift baskets.

# FLAVORED TEAS

## OVERVIEW OF FLAVORED TEAS

Teas that are flavored begin as a single-origin or blended tea. They are given their distinctive additional flavor and aroma from liquid flavor extracts—and may even be garnished with flower petals.

### APRICOT ARABESQUE MEDIUM FLAVORED TEA

Based on a delicious black tea from China, our Apricot Arabesque brews up sweet and smooth with an aroma that is unforgettable. This tea is also available decaffeinated.



### BLACKBERRY CASSIS MEDIUM FLAVORED TEA

A uniquely delicious combination of luscious flavors, Blackberry Cassis tea brings together the sweet taste of sun-ripened wild bramble blackberries with the smooth, sophisticated richness of black currants.



### CINNAMON & ORANGE MEDIUM FLAVORED TEA

A zesty aromatic black tea, with the delightful spiciness of cinnamon balanced against sweet, tangy orange. This tea is also available decaffeinated.



### HIMALAYAN STRAWBERRY MEDIUM FLAVORED TEA

Xanadu Himalayan Strawberry brews a cup dark with the flavor of a China black tea tempered with the aroma and flavor of the sweet strawberries of summer.



### LEMON ZEST MEDIUM FLAVORED GREEN TEA

A tea unique to Xanadu, our Lemon Zest is based on a healthy and delicious China green tea. The full body, and wonderfully fresh herbal-green flavor, are perfectly complemented by the sweet and lightly tart lemon flavor and aroma.



### MADAGASCAR VANILLA MEDIUM FLAVORED TEA

Generous pieces of vanilla beans garnish Xanadu Madagascar Vanilla, contributing to its memorable flavor and aroma.



### MAHARAJAH'S PASSION FRUIT MEDIUM FLAVORED TEA

Lusciously flavored with a passion fruit essence, its sweet, juicy flavor satisfies a desire for great taste.



### MANCHURIAN MANGO MEDIUM FLAVORED TEA

Beginning with a superb China black tea, we add the essence of perfectly ripe mangoes, and garnish the blend with tropical flower petals.



### MANDARIN CINNAMON MEDIUM FLAVORED TEA

Combined with a subtle citrus orange flavor, the pungent-yet sweet-flavor of our Mandarin Cinnamon perfectly accents the full-bodied richness of the China base tea.



### PO LIN PEACH MEDIUM FLAVORED TEA

Delight in a fruit native to China. Po Lin Peach is reminiscent of a sweet, juicy summer peach.



### SNOW MONKEY PLUM MEDIUM FLAVORED TEA

Reminiscent of the flavor of a juicy, ripe red plum, the combination with a smooth-bodied black tea is incredible. One of our best selling teas.



### TIBETAN RASPBERRY MEDIUM FLAVORED TEA

Highlighted with real raspberry leaves for additional color and flavor, Xanadu Tibetan Raspberry tea is a rare treat from the Secret Garden.



### TROPICAL BREEZE MEDIUM FLAVORED TEA

Refreshing island kiwi and strawberry flavors are splashed over a smooth and flavorful black tea, then garnished with colorful flower petals.



### TROPICANA MEDIUM FLAVORED TEA

On a base of smooth and flavorful China black tea, the sweet flavors of ripe mango, passion fruit, kiwi and lime are brought together in one cup.



## Brewing the Perfect Cup.

Delicious Xanadu teas—in bulk and tea bags—are easy and profitable to brew and sell by the cup. We have created the following guidelines to help you consistently brew a perfect cup of tea.

**XANADU TEA BAGS:** Use one tea bag for every 8—12 fl. oz. of hot water. Allow tea to steep for 5—6 minutes, or to desired strength. (Please see individual carton for more brewing information.)

**XANADU BULK TEAS:** Use the following amounts of tea per serving size. Refer to second chart for steeping time information. (Note: The steeping times remain the same, regardless of the serving size.)  
**Hint:** To help you brew bulk teas, we also carry a selection of mesh tea infusers, as well as T-Sac® single-serve filters.

SERVING SIZE	AMOUNT OF TEA
8 fl. oz.	.2 oz. .013 lb.
12 fl. oz.	.3 oz. .019 lb.
16 fl. oz.	.4 oz. .025 lb.
20 fl. oz.	.5 oz. .031 lb.

TYPE OF TEA	STEEPING TIME
Green Teas	2-3 minutes
Oolong Teas	4-7 minutes
Black Teas	3-5 minutes
Scented Teas	3-5 minutes
Flavored Teas	3-5 minutes
Decaf Teas	3-5 minutes
Herbal/Tisane	5-7 minutes

## Iced Tea is a Sure Sales Winner!

Did you know that 80 percent of the tea consumed in the United States is served over ice? With statistics like that, you'll always want to have extraordinary clear and smooth iced tea on hand. Xanadu offers convenient iced tea pouches, each with one ounce of tea for brewing either black or Tropicana tea. Ask us for details.

### BREWING LOOSE TEA:

Brewing delicious iced tea is easy with Xanadu 1 oz. tea pouches. Simply place one tea pouch in a dedicated four quart (128 fl. oz.) heat-resistant container. Carefully add two quarts (64 fl. oz.) very hot water to container, and allow tea to steep for three to five minutes. Immediately dilute with two quarts of fresh cold water, then remove and discard the tea pouch. Refrigerate brewed tea immediately. To serve; fill serving glass three quarters with ice, then add chilled brewed tea. (See case label for more information and tips about brewing.)

## Decaffeinated Teas.

Decaffeinated teas begin as any single-origin tea, but are later sent to Europe to have their caffeine removed. All Xanadu decaffeinated teas are naturally decaffeinated by either the Supercritical Carbon Dioxide or Ethyl Acetate method. Both compounds are completely natural, and do a remarkable job of dissolving and removing the caffeine from the leaves without sacrificing excessive amounts of flavor.

These decaf teas can later be blended or flavored, just like a regular tea.

# HERBAL / TISANE TEAS

## OVERVIEW OF HERBAL/TISANE TEAS

This popular “tea” category is actually tea-free! Herbal blends are sometimes erroneously referred to as “herbal teas,” which are two terms at odds with each other. We recommend that these delicious beverages be called herbal/tisane instead, since tisane is an infusion of herbs. Regardless of the name, all of the following Xanadu herbal/tisane blends are caffeine-free. It is important to note, however, that not all herbal/tisanes in the world will be free from caffeine. There are common herbs—such as Yerba Maté—that contain substantial amounts of caffeine! Remember “caffeine-free” (never had caffeine) is different from “decaffeinated” (once had caffeine, but most of it has been removed).

### CHAMOMILE

#### MILD HERBAL/TISANE TEA

Chamomile—reputed to be an herb with soothing and relaxing properties—originated in western Asia, the outlying regions of Kubla Khan’s influence.



### HARMONY GARDEN

#### MILD HERBAL/TISANE TEA

Balanced, caffeine-free blend of soothing herbs, flowers and mint. Its light, golden brew shimmers with soothing strawberry leaf, chamomile and peppermint.



### KHAN’S DELIGHT

#### MEDIUM HERBAL/TISANE TEA

Caffeine-free, exhilarating tisane sparkles with tangy notes of hibiscus, lemon grass, mint and other herbs.



### MACAU MANGO WITH LEMON

#### MEDIUM HERBAL/TISANE TEA

Exotic, sweet mango lends its tangy essence to sultry herbs, all accented with lemon and caffeine-free.



### MONK’S PRAYER

#### MILD HERBAL/TISANE TEA

A simple, serene caffeine-free blend with a delightful interplay between the silky body of chamomile and the brightness of mint.



### ORGANIC PEPPERMINT

#### MILD HERBAL/TISANE TEA

This 100% natural herbal/tisane is certified as grown without the use of anything artificial. Caffeine-free and reputed to be soothing and settling of life’s upsets.



### THAI LEMON

#### MEDIUM HERBAL/TISANE TEA

Flower petals, lemon-zest herbs and hues of green leaves and lemon grass infuse to create this honey-colored nectar. Slightly tart, it is stimulating without caffeine.



## DISPENSER RACKS



Convenient and eye-catching, these 25-count tea bag dispenser boxes and rack systems really brew up tea-by-the-cup sales.

### 1 TEA BAG STANDARD STARTER ASSORTMENT 6 DISPENSER BOXES

Includes one 25-count box each of Earl Grey, Green Dragonwell, Snow Monkey Plum, Tropicana and two of English Breakfast.

Rack dimensions: 15" W x 4.5" D x 11" H.

### 2 TEA BAG DELUXE STARTER ASSORTMENT 12 DISPENSER BOXES

Includes one 25-count box each of Chai, Chamomile, Cinnamon & Orange, Decaf English Breakfast, Green Dragonwell, Khan’s Delight, Snow Monkey Plum, Tropicana and two of Earl Grey and English Breakfast.

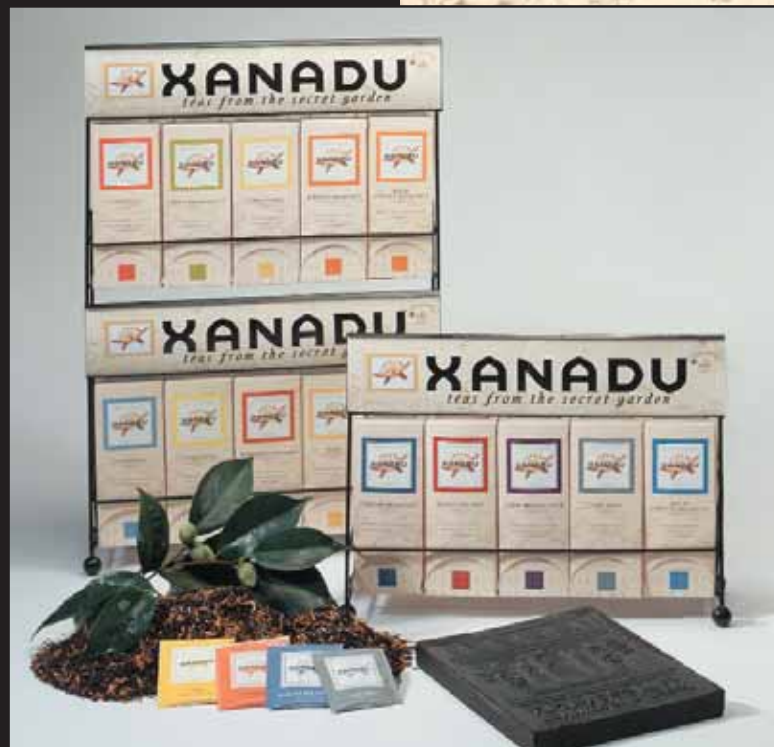
Rack dimensions: 15" W x 4.5" D x 25" H.

*"In Xanadu did  
Kubla Khan a stately pleasure  
dome decree...and there were  
gardens bright with sinuous  
rills, where blossom'd many an  
incense-bearing tree;  
and here were forests ancient  
as the hills, enfolding sunny  
spots of greenery."*

– Samuel Taylor Coleridge

## Xanadu Airpot/Bin Labels.

The easiest way to merchandise Xanadu teas is with our informative airpot/bin labels. Each 3.65" x 3.5" label identifies the tea's unique characteristics, as well as its origin. Just ask your CBI representative for labels of the teas you carry. It's a quick and fun way to educate your customers. Order by tea name



**CBI COFFEE BEAN INTERNATIONAL**

2181 NW NICOLAI STREET / PORTLAND, OREGON 97210 USA  
503-227-4490 / 800-877-0474 / FAX: 503-225-9604  
www.coffeebeanintl.com / products@coffeebeanintl.com

from the secret garden  
**XANADU**<sup>®</sup>  
fine teas

