



# TEA LOVERS FESTIVAL

California's Premier Tea Festival since 2006 • [TeaLoversFestival2015.eventbrite.com](http://TeaLoversFestival2015.eventbrite.com)

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MAY 1 - 3, 2015 ▶ CELEBRATING A DECADE OF SPREADING THE LOVE OF TEA IN LOS ANGELES

FOR IMMEDIATE RELEASE!

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(version 03)

## THE TEA LOVERS FESTIVAL KICKS OFF ITS 10<sup>TH</sup> ANNIVERSARY WITH A WEEKEND FULL OF EVENTS THAT CELEBRATE THE LOVE OF TEA IN LOS ANGELES! MAY 1 - 3, 2015

At a glance, the festival features:



### FRIDAY, MAY 1, 2015: 7 - 10pm

The Armory Center for the Arts  
145 N Raymond Ave, Pasadena CA 91103

#### TeaVIP Opening Reception

Gypsy Tea Party featuring *Life by the Cup* with Zhenya Muzyka – an evening with storytelling, tea ceremonies and tarot card readings (7 - 9pm). **\$10/person** (\$25 with a signed copy of *Life by the Cup*)

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Screening of the documentary program *The Story of Tea* (9 - 10pm). **FREE** with RSVP



### SATURDAY, MAY 2, 2015: 2 - 6pm > The Armory, 145 N Raymond Ave, Pasadena CA 91103

**Tea Lab: Tea Party for Two** > Hands-on, comprehensive tea party planning workshop (2 - 4pm)

**Tea Lab: Teatime Around the World** > An adventurous tea & dessert pairing experience (4 - 5:30pm)

each lab is **\$35/person** (\$65 for both)



### SUNDAY, MAY 3, 2015: 10am - 5pm > Tea Lovers Marketplace

Stats Decor Center, 120 S Raymond Ave, Pasadena CA 91105

Select tea-related Exhibitors showcase and share their unique products for all attending Tea Lovers. Featuring **Argo Tea, Art of Tea, Bird Pick Tea, Glenburn Tea, Hankook Tea, Libre Tea, Numi Tea, Sencha Naturals, Tea Drops, Tea Lover Gift Baskets, Zendigo Tea** and more. Entrance to the Tea Lovers Marketplace is **FREE**.

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#### Various Focused Tea Tastings & Tea Studies

*Brewing Basics* (11:30am), *Kaptivatingly Korean* (1pm), *Dare To Be Darjeeling* (2pm), *It's All Green To Me* (3pm), and *1001 Uses of Tea* (4pm) for beginners & connoisseurs.

**\$10 - \$15/person** for each workshop

(multiple-workshops passes, as well as a Full Festival Weekend Pass, are available)



Registration/Tickets: [TeaLoversFestival2015.eventbrite.com](http://TeaLoversFestival2015.eventbrite.com)





Full story:

Some ten years ago in a small yoga studio in Santa Monica, the **Tea Lovers Festival** held its very first public event, featuring the culture of India. The delicious foods, henna tattoos, fortune telling, and Indian dancing were enjoyed by a small local crowd of around eighty attendees. Teas were represented there by only a single tea company – Zhená’s Gypsy Tea, which has since grown into a global brand. Its founder, **Zhena Muzyka**, who has participated in the Tea Lovers Festival every year since that very first event, is now an acclaimed inspirational author. And it’s only fitting that she’ll be kicking off the festival’s 10th anniversary celebrations by hosting a **Gypsy Tea Party** at the Armory Center for the Arts in Pasadena on Friday, May 1, 2015, at 7 pm. Zhena will present stories from her book **Life by the Cup**, while presiding over tea ceremonies and serving her delicious specialty teas. Quick tarot card readings will be happening simultaneously for those who are interested in their mysterious gypsy fortunes.

The second part of that evening will showcase the documentary **The Story of Tea**. This short program takes viewers on a fascinating journey across the globe to tell the tale of how tea has become the most popular drink in the world. Through this celluloid voyage, tea lovers can taste teas with world class specialists in London, visit a Fujian tea market in South East China, savor some of the most reputable teas in the world, partake in elaborate tea ceremonies in China and Japan, and visit tea plantations in India, Bangladesh, Sri Lanka, and Malaysia. Created by Planet Food and full of fascinating facts and stories, this program is not only for the tea curious, but for the tea connoisseur as well.

During the years following their first public event, the Tea Lovers Festival explored other countries with strong tea traditions as festival themes, such as Japan, China and Great Britain. Since then, it has grown to become the premier tea-focused educational and cultural event in California, attracting hundreds of tea lovers not only from the Los Angeles area, but from across the state and even the rest of the U.S. The festival takes pride in thinking “out of the (tea) box” and bringing unique programs to the tea-loving public, through both the festival, as well as through their popular **Tea Lovers Bus Tours**. In addition, the organization has always gone beyond the mere rudimentary educational levels and has provided something for everyone, from the tea novice to the tea connoisseur and even the tea professional, appealing to tea lovers of all ages. The Tea Lovers Festival is the longest running tea festival in the United States and is the only one that incorporates and promotes **arts** from various tea cultures, such as music, dance, film, art and other cultural activities.

The upcoming tenth annual Tea Lovers Festival, from **May 1 - 3, 2015**, in Pasadena, is no exception. The cultural programming on the festival’s Opening Night on May 1, described above, is followed by educational programming on Saturday, May 2, 2015. Two of the festival’s tea labs will be held at the Armory Center for the Arts. At 2pm, **Nancy Caldwell** is back with **Tea Party for Two** – her third installment in a series of tea-party-planning workshops. While in 2013 she presented the history of tea party planning, and in 2014 treated tea lovers to a curated high-tea experience, this is a hands-on workshop, at the end of which each tea lover will have an entire tea party prepared and ready to execute. Nancy is followed by tea entrepreneur **Sashee Chandran**, of the innovative company Tea Drops, who will take tea lovers on an adventurous tea and dessert pairing experience during high-tea in her **Teatime Around The World**. Attendees to this event can learn about various teas and global traditions by sampling five different tea services – from India, Japan, Morocco, Argentina and China. Each tea will be accompanied by a common dessert/snack, typical of teatime in that particular country.

Then on May 3, 2015, from 10am to 5pm, the festival’s biggest draw – the **Tea Lovers Marketplace**, will feature tea-related exhibitors showcasing and sharing their unique products for all tea lovers. It will be held at Stats Decor Center in Pasadena. Participating companies include **Argo Tea, Art of Tea, Bird Pick Tea & Herb, Bruce Cost Ginger Ale, Fantasy Sugar, Glenburn Tea, Hankook Tea, Health-Ade Kombucha, Libre Tea, Numi Tea, Pureness Health, Sencha Naturals, Red Circle Tea, Tea Drops, Tea Lover Gift Baskets, World Flavorz, Zendigo Tea** and more. Festival attendees can taste and sample tea goodies, have lunch at the **Tea Lovers Cafe** by **Bea’s Knees**, and shop for Mother’s Day gifts at their “festive” leisure. Or take a photo for (or with) mom in our Capture Pod photo booth, looking like the Mad Hatter or the Queen of Hearts. The Tea Lovers Marketplace is fun for the entire family, as “kids love tea too”.

The day’s program will also include various focused tea tastings and tea studies at the same location. At 11:30am, **Mark Thompson**, from Tea Lover Gift Baskets, will help attendees take the mystery out of brewing a satisfying cup of tea in his **Brewing Basics** tea study. This is then followed by three focused tea tastings – **Kaptivatingly Korean** with Hankook Tea (1pm), **Dare to be Darjeeling** with Glenburn Tea (2pm), and **It’s All Green to Me** with Art of Tea (3pm). In these introductory-level workshops, tea lovers will taste and discuss teas from various regions and processes in a round table setting. At the end of the educational program (4pm), nutritionist **Farid Zarif** of Zendigo Tea will present **1001 Uses of Tea** – from cooking to medicine and to cosmetics, all under the umbrella of the health benefits of this wondrous plant.

“This weekend, full of educational and cultural festivities, is actually only the beginning of a full year of 10th Anniversary celebrations for us”, concludes founder and creative director Kulov, who started the festival as tea parties for his nieces, which he later opened to the public. “In the fall, we plan to release our 10th Anniversary book, which will showcase what we’ve pioneered over the past decade, as well as feature new material, such as tea blending and cooking recipes from some of our esteemed tea educators. Then in February 2016, we hope to open a retrospective exhibition, as well as present a performance showcase on Valentine’s Day. Why on that particular holiday, you ask? Well, it’s when we actually started a decade ago and why we bear the name that we do.”



## EDUCATIONAL & CULTURAL PROGRAMMING:

Full schedule of programming, as well as ticket sales, are available on the **Tea Lovers Festival's Eventbrite** page: [TeaLoversFestival2015.eventbrite.com](http://TeaLoversFestival2015.eventbrite.com), under the PROGRAM section of [TeaLoversFestival.com](http://TeaLoversFestival.com) or on the festival's Facebook Page, under events: [Facebook.com/TeaLoversFest/events](https://www.facebook.com/TeaLoversFest/events).

**Friday, May 1, 2015 > 7 - 10pm**

### TeaVIP OPENING RECEPTION

at the **Armory** > 145 N Raymond Ave, Pasadena CA 91103

**Gypsy Tea Party** featuring *Life by the Cup* with **Zhena Muzyka** (7 - 9pm)

Screening of *The Story of Tea* (9 - 10pm)

To kick off our festival's 10th Anniversary Celebrations, **Zhena Muzyka**, who's been a part of the festival every year since our first public event in 2006, will be hosting a festive **Gypsy Tea Party**. Zhena will present stories from her critically-acclaimed book *Life by the Cup*, while presiding over tea ceremonies and serving her delicious specialty teas. Quick tarot card readings will be happening simultaneously for those who are interested in their mysterious gypsy fortunes. (7 - 9pm)

**\$10/person** (\$25 with a signed copy of *Life by the Cup*)

\*NOTE: If you decide to purchase *Life by the Cup* at the event, \$10 will be deducted from the price of the book.

*The Story of Tea* takes you on a fascinating journey across the globe to tell the tale of how tea has become the most popular drink in the world. Taste different teas with world class specialists in London, visit a Fujian tea market in South East China, savor some of the most reputable teas in the world, partake in elaborate tea ceremonies in China and Japan, and visit tea plantations in India, Bangladesh, Sri Lanka, and Malaysia. Created by Planet Food and full of fascinating facts and stories, not only for the tea curious, but for the tea connoisseur as well. (9 - 10pm)

**FREE** with RSVP\*

\*NOTE: Even if you're attending the *Life by the Cup* part of the evening (7 - 9pm), you still must RSVP separately for the film screening (9 - 10pm).

**Saturday, May 2, 2015 > 2 - 4pm**

### Tea Lab: TEA PARTY FOR TWO

at the **Armory** > 145 N Raymond Ave, Pasadena CA 91103

with **Nancy Caldwell**

This is a totally hands-on tea party planning lab, where you, the tea party lover, will plan your own tea party for two – from how much you'd want to spend to locations, menus, preparation schedules, decorations and table settings, to your role as hostess (or host). Each attendee will receive a handmade invitation of their choice, an agenda listing all the different aspects to planning a tea party, as well as menu ideas, recipes and worksheets. You will also get to share your newly-created tea party plan with the rest of the group, in order to inspire and exchange ideas. By the end of the workshop, you will have the entire tea party prepared and ready to execute.

**\$35/person\***

Maximum Attendance: 15 participants

**Saturday, May 2, 2015 > 4 - 5:30pm**

### Tea Lab: TEATIME AROUND THE WORLD

at the **Armory** > 145 N Raymond Ave, Pasadena CA 91103

with **Sashee Chandran** from *Tea Drops*

Sip your way around the world with an adventurous tea and dessert pairing experience during high-tea time. Learn about various teas and global traditions by sampling five different tea services – from India, Japan, Morocco, Argentina and China. Each tea will be accompanied by a common dessert/snack, typical of teatime in that particular country.

**\$35/person\***

Maximum Attendance: 15 participants

\*NOTE: A **Tea Lab Pass** for both workshops is available for **\$65.00**.

**EDUCATIONAL & CULTURAL PROGRAMMING (continued):**

Full schedule of programming, as well as ticket sales, are available on the **Tea Lovers Festival's Eventbrite** page: [TeaLoversFestival2015.eventbrite.com](http://TeaLoversFestival2015.eventbrite.com), under the PROGRAM section of [TeaLoversFestival.com](http://TeaLoversFestival.com) or on the festival's Facebook Page, under events: [Facebook.com/TeaLoversFest/events](https://Facebook.com/TeaLoversFest/events).

**Sunday, May 3, 2015 > 10am - 5pm**

**TEA LOVERS MARKETPLACE**

at **Stats** > 120 S Raymond Ave, Pasadena CA 91105

The festival's biggest draw, the **Tea Lovers Marketplace** features tea-related exhibitors showcasing and sharing their unique products for all attending tea lovers. With **Argo Tea, Art of Tea, Bird Pick Tea & Herb, Bruce Cost Ginger Ale, Fantasy Sugar, Glenburn Tea, Hankook Tea, Health-Ade Kombucha, Libre Tea, Numi Tea, Pureness Health, Sencha Naturals, Red Circle Tea, Tea Drops, Tea Lover Gift Baskets, Tea Xotics, World Flavorz, Zendigo Tea** and more. Browse and sample some tea goodies, have lunch at the *Tea Lovers Cafe* by **Bea's Knees**, and shop for Mother's Day gifts at your "festive" leisure. Or take a photo for (or with) mom in our Capture Pod photo booth, looking like the Mad Hatter or the Queen of Hearts. Fun for the entire family -- "kids love tea too"!

**FREE ENTRANCE**

The day's program will also include various focused **Tea Tastings** and **Tea Studies** at the same location: **Stats** > 120 South Raymond Ave, Pasadena CA 91105

**Sunday, May 3, 2015 > 11:30am - 12:45pm**

**Tea Study: BREWING BASICS with Mark Thompson from Tea Lover Gift Baskets**

Why doesn't your tea taste the same at home as it did where you bought it? What are all those funny looking tea gadgets? Learn how to take the mystery out of brewing a satisfying cup of tea. You will be introduced to different infuser types and brewing vessels, various water temperatures and how those affect your tea. You can even learn how to make your own tea bags. Participants will also be provided with comprehensive tea brewing guidelines.

\$15/person\* > Maximum Attendance: 15 participants

**Sunday, May 3, 2015 > 1 - 1:45pm**

**Tea Tasting: KAPTIVATINGLY KOREAN with Hankook Tea**

Taste and discuss various teas from Korea, featuring Hwang Cha (oxidized tea), plus Mulberry Leaf and Hydrangea Leaf tisanes.

\$10/person\*\* > Maximum Attendance: 15 participants

**Sunday, May 3, 2015 > 2 - 2:45pm**

**Tea Tasting: DARE TO BE DARJEELING with Glenburn Tea Direct**

Taste and discuss various seasonal teas from India's Darjeeling region, including white, black, and first and second flushes.

\$10/person\*\* > Maximum Attendance: 15 participants

**Sunday, May 3, 2015 > 3 - 3:45pm**

**Tea Tasting: IT'S ALL GREEN TO ME with Art of Tea**

Taste and discuss various green teas from Japan, including sencha, green tea blends and matcha.

\$10/person\*\* > Maximum Attendance: 15 participants

**Sunday, May 3, 2015 > 4 - 5:15pm**

**Tea Study: 1001 USES OF TEA with Farid Zarif from Zendigo Tea**

Well, not quite that many, but this workshop will focus on the numerous applications of tea, from cooking to medicine and to cosmetics, all under the umbrella of the health benefits of this wondrous plant.

\$15/person\* > Maximum Attendance: 15 participants

\*NOTE: A **Tea Study Pass** for the corresponding workshops above is available for **\$25.00**.

\*\*NOTE: A **Tea Tasting Pass** for the corresponding workshops above is available for **\$25.00**.

A **Full Festival Weekend Pass** for all of the above Educational and Cultural Events is available for **\$125\*** (a \$140 value).

\*NOTE: It does not include a copy of the book *Life by the Cup*.



## TEA LOVERS MARKETPLACE EXHIBITORS on MAY 3, 2015: 10am - 5pm

**Art of Tea:** [artoftea.com](http://artoftea.com)  
**Argo Tea:** [argotea.com](http://argotea.com)  
**Bird Pick Tea & Herb:** [birdpick.com](http://birdpick.com)  
**Bruce Cost Ginger Ale:** [freshgingerale.com](http://freshgingerale.com)  
**Fantasy Sugar:** [fantasysugar.com](http://fantasysugar.com)  
**Glenburn Tea Direct:** [glenburnteadirect.com](http://glenburnteadirect.com)  
**Hankook Tea:** [hankooktea.com](http://hankooktea.com)  
**Health-Ade Kombucha:** [health-ade.com](http://health-ade.com)  
**Libre Tea:** [libretea.com](http://libretea.com)  
**Numi Tea:** [numitea.com](http://numitea.com)  
**Pureness Health:** [purenesshealth.com](http://purenesshealth.com)  
**Sencha Naturals:** [senchanaturals.com](http://senchanaturals.com)  
**Red Circle Tea:** [redcircletea.com](http://redcircletea.com)  
**Tea Drops:** [myteadrop.com](http://myteadrop.com)  
**Tea Lover Gift Baskets:** [tealovergiftbaskets.com](http://tealovergiftbaskets.com)  
**Tea Xotics:** [teaxotics.com](http://teaxotics.com)  
**World Flavorz Spice & Tea:** [worldflavorz.com](http://worldflavorz.com)  
**Zendigo Tea:** [zendigo.com](http://zendigo.com)

Full list of Exhibitors, with company descriptions and contact info, is available under the **MARKET** section on [TeaLoversFestival.com](http://TeaLoversFestival.com).

### FESTIVAL SPONSORS:

#### Presenting Sponsor:

**NUMI TEA** [numitea.com](http://numitea.com)

#### Gold Sponsors:

**BIRD PICK TEA & HERB** [birdpick.com](http://birdpick.com)  
**Zhena Muzyka's LIFE BY THE CUP** [zhena.tv](http://zhena.tv)

#### Special Event Sponsors:

**ZHENA'S TEA** [zhenas.com](http://zhenas.com)  
**TEALET** [tealet.com](http://tealet.com)

#### Cultural & Media Sponsors:

<b>ARMORY CENTER FOR THE ARTS</b> <a href="http://armoryarts.org">armoryarts.org</a>	<b>FOWLER MUSEUM UCLA</b> <a href="http://fowler.ucla.edu">fowler.ucla.edu</a>
<b>ARTILLERY MAGAZINE</b> <a href="http://artillerymag.com">artillerymag.com</a>	<b>FRESH CUP MAGAZINE</b> <a href="http://freshcup.com">freshcup.com</a>
<b>CAPTURE POD</b> <a href="http://capturepod.com">capturepod.com</a>	<b>LA YOGA MAGAZINE</b> <a href="http://layoga.com">layoga.com</a>
<b>EAST WEST PLAYERS</b> <a href="http://eastwestplayers.org">eastwestplayers.org</a>	<b>USC PACIFIC ASIA MUSEUM</b> <a href="http://pacificasiamuseum.org">pacificasiamuseum.org</a>

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### THE EVENT PRESENTERS:

The mission of the **Tea Lovers Festival** is to promote the love of tea to the U.S. public through education and diverse cultural experiences. The festival has been open to the public since their Indian-themed event in 2006. Over the years, they've taken pride in thinking "out of the (tea) box" and bringing unique Educational and Cultural Programming to the tea-loving public, through both the festival, as well as through their popular **Tea Lovers Bus Tours**. In addition, the organization has always gone beyond the mere rudimentary educational levels and has provided something for everyone, from the tea novice to the tea connoisseur and even the tea professional, appealing to tea lovers of all ages.