



Join us on a journey of Real Tea Discovery

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The Real Tea Club soothes Christmas stress with affordable luxury

New Real Tea Club is first in the UK providing high quality loose leaf teas to its members.

A cup of tea is the secret weapon against the trials of Christmas shopping, according to recent research. As well as helping to calm stress, tea can also help keep the mind and body in peak condition, helping towards an effective Christmas shopping trip.

The Real Tea Club is a company determined not to let the stress of the current climate and the run up to Christmas stand in its way. This December it will launch The Real Tea Club, a business that will sell high-quality, loose-leaf tea on a regular basis to its members and will be the first of its kind in the UK.

"The aim of the club is to bring back the pleasure and excitement of drinking loose leaf tea to the UK. We believe that drinking fine tea should be like drinking fine wine (without the hangovers!!)."
Commented Anthony Kinch – Founder of The Real Tea Club

Each month members will choose to receive a selection of five different speciality teas from around the world, tea collector cards, tea news and a tea club treat all delivered direct through their letterbox for just £13.95 per month. Their introductory selection box will cost £9.95 and will also include a set of FREE tea infuser tongs worth £3.99 and our guide to Real Tea. Not only was the club created to introduce members to all the different teas from around the world but it was also created to be highly informative and interactive. This was painstakingly done to help those who are unfamiliar with tea to overcome the unknown, while introducing them to the healthier, happier lifestyle that consuming tea leads to. Those who are familiar with loose leaf tea, on the other hand, will love having the opportunity to be part of an exclusive club dedicated to exploring the world of premium loose leaf tea. To find out more simply log on to their website at www.therealteaclub.co.uk/introductoryselection.html or give them a call on 0333 1234 832 and speak to one of their team.

With the doom and gloom of the world's problems upon us, life's luxuries are being cast aside for the necessities. But with an average price of twenty pence a cup, drinking a premium cup of tea is still very affordable. Not only is it affordable but it's also extremely healthy. No other beverage has as many antioxidants or health benefits as tea does or is as useful in preventative care as tea.

"Through The Real Tea Club we hope to enhance people's lives for the better while introducing them to the healthier lifestyle that consuming tea leads to. People like to indulge in fine wine and chocolates so why not fine tea. As a nation we drink a staggering 165 million cups a day so there definitely should be an interest for our club out there." remarked Anthony Kinch

People who join food and drink clubs do so for a reason, usually they are passionate about the product and want to experience different taste sensations from all around the world but want to be guided on their journey not left standing in the shopping aisle deciding which has the best packaging. We are offering our members a unique experience that nobody else has done before.

The Real Tea Club Founders Story

Anthony Kinch's story with tea starts a number of years back when struggling with a work life balance. Having worked in Sales and Marketing within the frantic world of Financial Services he found himself daydreaming in cafes drinking very poor quality tea desperately trying to move away from the headiness that coffee provided. He would often wonder why we as a nation of tea drinkers were being forced to accept little choice in the tea that we drank whilst out and about yet these coffee houses were offering so much choice. Even many so called 'Tea Rooms' provided little choice, many only providing a single brand teabag in a ceramic pot so we couldn't even see what it was.

One day he discovered a modern tea shop that really struck his interest. It was selling a vast variety of specialist loose leaf tea that had real flavour and made him feel good. He found waiting for the tea to brew at the correct temperature and for the right amount of time in a glass teapot became an important part of the whole experience of drinking tea that would ultimately lead to relaxing and refreshing him.

Anthony recalls "I became hooked on this real tea and instantly knew that I wanted to do something completely different with my life. I wanted to do more than just sell tea through a retailer or a tea shop. I wanted to provide discerning tea drinkers with the same experience they get by joining some wine tasting clubs that are out there. To get people rediscovering the depth of flavours that real tea has to offer them and not to be restricted to a one brand teabag only. Most importantly I wanted to encourage us all to relax and to take a little more time for real tea"

And so the idea came about - The Real Tea Club - a club dedicated to taking members on a journey of tea taste sensations and real tea discovery.

Our commitment to Wallace and Gromits Great British Tea Party

On Friday 5th December the UK Tea Council is inviting the public in celebrating Wallace & Gromit's Great British Tea Party to help raise funds for sick children in hospitals and hospices across the UK. We fully support this initiative and for every person who becomes a member of the club between 5th and 12th December we will donate £1 to the Wallace and Gromit Children's Foundation.

For Further Information Contact:

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Sources: www.tea.co.uk

www.wallaceandgromitteaparty.org.uk/pages/tea_home.htm