



EUROPEAN
SPECIALITY
TEA ASSOCIATION

RAISING THE STANDARDS OF TEA



We exist to inspire excellence in the tea community through innovation, research, education, and communication.

A word from our president: Nigel Melican

For the past 20 years I have been involved with and have encouraged the actively growing trend we now recognize as speciality tea. As someone who trained long ago in the commodity teabag industry, it has been particularly refreshing to see more discerning tea drinkers develop an interest in drinking premium teas of all types. Not only in experiencing and appreciating these speciality teas for their fine quality but in actively exploring their origins, history, culture and manufacture. Tea has a fascinating history if one manages to see beyond the drab brown liquid squeezed from a supermarket teabag.

The founders of the European Speciality Tea Association came together with the idea to establish a community of tea lovers; a meeting place for people with a passion for real tea, who care about its quality, standards and presentation, who could work collectively to spread awareness and knowledge about their beloved beverage.

From this simple idea, and with a great deal of dedicated hard work by a team of enthusiastic volunteers, has grown the European Speciality Tea Association. We exist to inspire excellence in the tea community through innovation, research, education, and communication. We embrace all its many stakeholders – from growers through to consumers – and welcome as members anyone and everybody who shares our aims to teach, share, explain, involve, learn and raise public awareness and understanding about this excellent drink.

I steadfastly believe that “life is too short to drink bad tea”. Through its members the European Speciality Tea Association is committed to ensure that bad tea becomes a thing of the past and good quality speciality tea takes over as the norm in tea rooms, cafes, restaurants, hotels and in the home. If this resonates with you then we welcome your support.

DIRECTORS

Our current directors were appointed on inception and since, and as we move forward new directors will be elected by the members on a two yearly basis. They are: Nigel Melican, President; Alexis Kaae, Vice-President; David Veal, Executive Director; Bernadine Tay, Quinteassential; Christos Gkosdis, Unilever; Karen Colclough, Quinteassential; Willem Huisman, BRITA Professional Filters; Dan Versey, Marco Beverage Systems, Oscar Woolley, Suki Teas, Steve Lovegrove.



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CREATING AND INSPIRING EXCELLENCE IN THE SPECIALITY TEA COMMUNITY

We are a membership-based association built on foundations of collaboration, expertise and the power of shared knowledge from tea gardens and tea workers, to blenders and tea shop owners. Our membership spans the globe, encompassing every element of the tea value chain. The European Tea Society is an incorporated company, not for profit and limited by guarantee.

The European Speciality Tea Association acts as a unifying force within the industry and works to improve tea quality by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable and nurturing for all, the European Speciality Tea Association draws on years of insight and inspiration from the tea community.

It offers opportunities for its members to participate in knowledge-sharing events such as an interesting schedule of webinars with cross-industry fertilisation (from scientists, tea gardens, farmers, designers, etc.), networking events and access to a community of tea professionals for collaboration and human resourcing.

Membership appeals to tea professionals along the tea value chain who are looking for a central source of knowledge and tea network to innovate and upgrade their tea business. These include individuals who want to become qualified independent tea trainers or to upgrade their teams’ skills to improve sales and customer experience.

MEMBERSHIP BENEFITS

ALL MEMBERS

- Membership pack
- Certificate
- Regular newsletter
- Free access to publications
- Free access to Tea 101
- Discount off Education
- Volunteer at events

TEA BARISTAS

- Free entry to competitions
- Tea Barista pin badge
- Discounted Tea Barista apron

PROFESSIONAL & BUSINESS MEMBERS

- Webinars
- Voting rights
- Use of the official logo
- Discounted entry to Events
- Access to Membership Directory
- Mentorship
- Join Committee

BUSINESS MEMBERS

- NoWFOOD Centre access & discounts
- Sponsorship opportunities
- HR resources

PIONEERS

We are grateful to the following pioneer members who through foresight and vision have seen fit to give extra support to the European Speciality Tea Association at the beginning of our journey in the promotion of speciality tea.

Nigel Melican, Teacraft	Ireland
Bernadine Tay, Quinteassential	UK
Victoria Cleeves	UK
Marzi Pecen	USA
Mai Segawa	USA
Christopher Bright, Brighteas	UK
Harriet Endean	Finland
Alexis Kaae, Simply Tea	Denmark
David Veal, David Veal Coffee	UK
Megan Hayes	UK
BRITA Professional Filters	Benelux
Marco Beverage Systems	Ireland
Carol Bailleul	Belgium
Brewista Lab Consulting Company	Kuwait
Sharyn Johnston, Australian Tea Masters	Australia
Handybrew	Taiwan
Lucta SA	Spain
Aruna Johnson, Chawan	Singapore
Viva Sara	Belgium
Compass Group	UK & Ireland
LuLin Teas	UK

SPONSORS



MEMBERSHIP

ANNUAL MEMBERSHIP FEES

INDIVIDUAL MEMBERS

ENTHUSIAST £50

Any individual who is passionate about speciality tea and wants to be involved.

TEA BARISTA £60

New or existing baristas wanting to diversify into speciality tea.

PROFESSIONAL £150

Trainers, consultants or self-employed professionals working in the tea industry.

BUSINESS MEMBERS

SMALL £250

Turnover of less than 1 million euros

MEDIUM £500

Turnover of 1-5 million euros

LARGE £1,500

Turnover of over 5 million euros



TO JOIN CONTACT

+44 (0) 1244 516610 hello@specialityteaeurope.com www.specialityteaeurope.com



COMPETITIONS

Competition is a vital tool in improving the quality of tea and botanicals and enthusing a new and young generation of tea baristas.

We have partnered with Tea Masters Cup, an international series of four competitions producing world champions. We started by organising the competition in Ireland, and will be organising further competitions in more countries soon. Watch this space.

RESEARCH & INNOVATION

Our partnership with NoWFOOD Centre, a food innovation centre based at the University of Chester, means members of The European Tea Society will have direct access to professionals and facilities for various tea development needs. With fully equipped laboratories and sensory research facilities, scientists can help with product and ingredient analysis to support all types of tea innovation projects.

We plan to introduce a series of relevant and significant research projects. And the first of these is already underway looking at the levels of selenium in the tea plant *Camellia sinensis*.



Want to know more? Enquire here:
hello@specialityteaurope.com
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This tea training provides a strong, basic foundation-level of tea knowledge

Tea 101 is a course that teaches a solid foundation on tea. You can complete it online in your own time from anywhere in the world, and it particularly targets Tea Barista, the hospitality sector, and anyone taking their first step to tea education.

This tea training provides a strong, basic foundation-level of tea knowledge, and helps you get one step closer to tea mastery.

During the course, you will be given a multiple-choice test at the end of each section, which you will be required to answer correctly before you move onto the next section. Once you have graduated from each lesson, you will be able to flick back to it at any time, including after you have finished the course. This means that you are not limited in checking learning material, and will have every opportunity to learn all of the facts about tea provided within the course.

Upon successful completion of training, you will receive a Certificate in Tea 101 from European Speciality Tea Association

Tea 101 is delivered by European Speciality Tea Association in collaboration with Australian Tea Masters who developed the course and have very kindly offered to share it with us.

EDUCATION

Education is the very core of what we do and believe. We aim to become the leading authority in education within the speciality tea sector and will achieve this through awarding recognised, authentic, verified and transparent certification.

We are in the process of building our education programme, the Tea Certification Programme, which will give certification in several disciplines including introduction to tea, brewing, sensory skills, *Camellia sinensis*, blending, health and botanicals, agronomy and Tea Barista skills.

We will deliver this certification programme through our Authorised Tea Certifier who will be existing trainers already excelling in tea education and who will work with us to develop our programme.

If you are interested in becoming an Authorised Tea Certifier or in helping to create one of our modules then please contact us.



OUR MISSION

To create and inspire excellence in the speciality tea community through innovation, research, education and communication.



Become a part of a dynamic speciality tea community and join us now.



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