



# The Tea Republic

Europe

Product catalogue, September 2021



# Our story

## *Celebrate the citeazen within.*

That's what The Tea Republic [ttr] is all about. Our definition of a citeazen : anyone who drinks tea.

At ttr, we are not tea connoisseurs. Black, green, oolong, red or white, we simply love tea, drink lots of it and want to share this joy with you. It all started with an idea to have a space for chilling out and relaxing; a little getaway.

This combined with a love for tea resulted in the creation of a platform to share a fraction of the extensive variety of teas available from the tea plantations and tea houses worldwide. This platform which was going to be sharing tea blends from around the globe inspired its name: The Tea Republic.

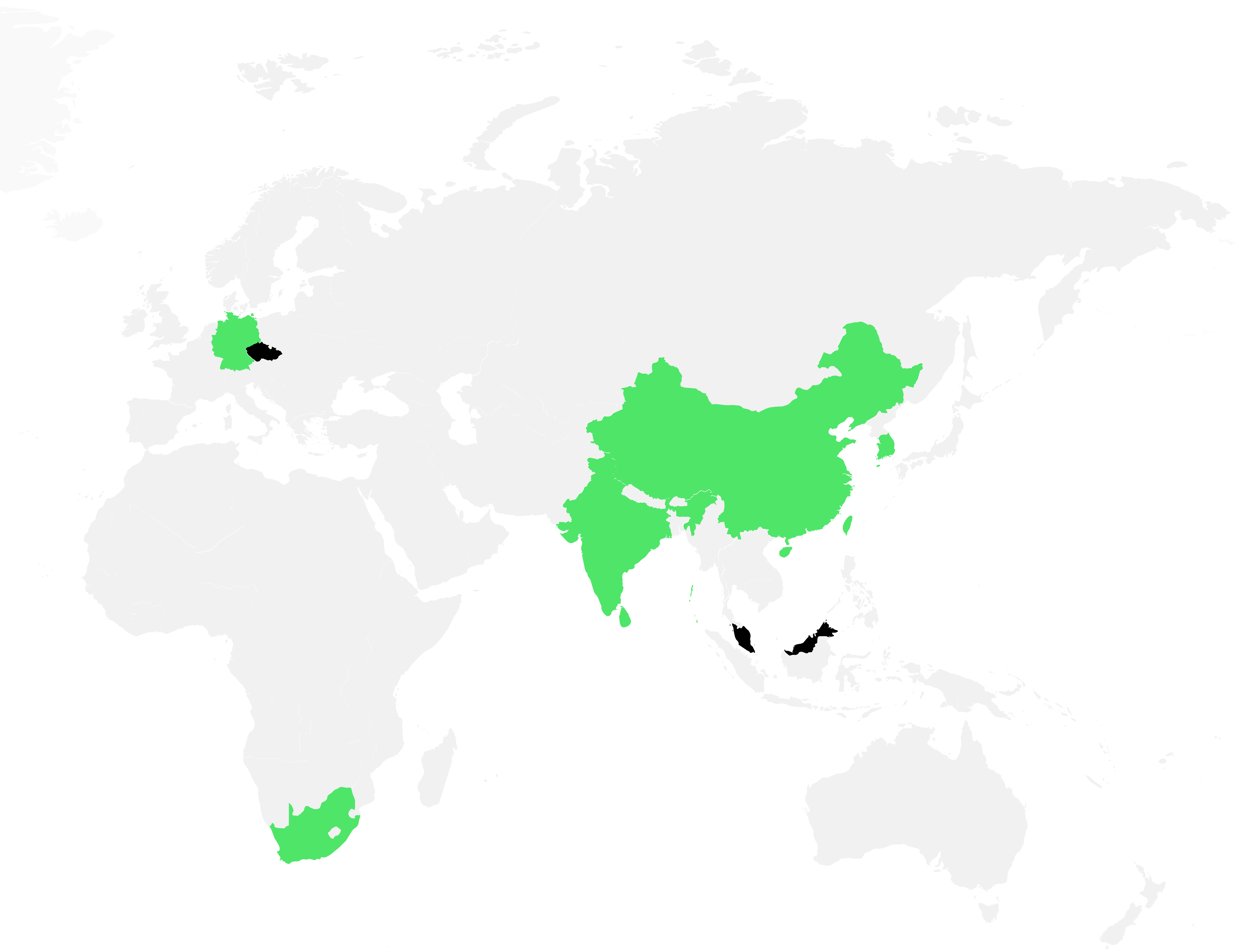
The tagline celebrate the citeazen within was generated from the basis that each and every one of us have a tea blend out there that we can enjoy. If you haven't found it yet, then you have to keep trying more blends.

The Tea Republic was founded in Kuala Lumpur in September 2010, serving teas in a western format as opposed to the ceremonious methods which are popular in Asian cultures ; Japan, China and Taiwan to name a few.

In December 2010, The Tea Republic started serving just over 30 types of tea. Since then, the number of teas offered at the tea lounge grew until it was just over 50 blends. These teas were sourced from established tea labels and merchants globally.

After gaining some insight into the Malaysian palette for teas, The Tea Republic launched its very own range of signature tea blends in July 2013. To date, our 31 signature tea blends have their ingredients sourced mainly from Malaysia, China, Taiwan, Germany, Sri Lanka, India, South Africa and Korea. The Tea Republic's online store was launched in September 2013 allowing all citeazens worldwide to have easy access to our signature tea blends.

The business currently focuses on providing bespoke tea offerings and tailored experiences for the business-to-business sector whilst maintaining business-to-customer offerings via our online store.



● Official representation  
Malaysia & Czech Republic

● Main tea ingredients' sources  
Sri Lanka, South Africa, South Korea,  
China & Taiwan, India, Germany

# Our vision

Our vision captures our desire to provide excellent tea blends which will ignite a passion for people to celebrate the citizen within.

We express our vision as an emotional benefit, providing an uplifting, positive sensorial experience via beautiful packaging and exquisite aromas and flavours of our teas.

“I founded The Tea Republic to introduce a variety of fine tea blends to people seeking new tea experiences. I believe that we all have a favourite tea waiting to be discovered.”



**Sumita J. Singam-Takács**  
Founder



# Our products

We offer you a carefully curated selection of fine tea blends created with tea leaves, fruits, herbs and spices sourced worldwide. Choose from various tea gifts, try exciting tea blends, or treat your clients, customers, friends and loved ones to a unique tea experience. We assure you of a first-class product that is produced and packed to ensure freshness and quality. Our teas are all obtained with Phytosanitary Certification.



Tea Pyramids



Tea for 2  
Gift Box



Tea Pyramid  
Gift Box



Tea Canisters,  
75g



Tea Pouches,  
50g

# Tea Pyramids

Tea pyramids are our trademark product and allow customers to choose from our signature tea blends. Each tea pyramid contains a biodegradable tea infuser filled with loose leaf tea—suitable for a 300ml brew.



Sample from the special gift collection



Sample teas and pyramids



Each pyramid contains an organic infuser with loose leaf tea



A sample of The Tea Republic's individual tea pyramids

# Tea Canisters, 75g

Tea canisters are ideal products for avid tea drinkers. Get up to 75g of loose leaf tea in a reusable canister. Each canister yields approximately 25 to 30 cups of tea. You can choose from our signature tea blends.



Sample from the special gift collection



Sample of The Tea Republic tea jars



Sample of The Tea Republic tea jars



Each jar contains 50g of loose leaf tea

# Tea Pouches, 50g

Tea pouches are our most economical product, suitable for tea drinkers who know what they want—or want to try something new. Each pouch contains up to 50g of loose leaf tea. Each pouch yields approximately 20 to 25 cups of tea. You can choose from our signature tea blends.



Sample of The Tea Republic tea pouches and jars



Sample of The Tea Republic tea pouches



Sample of The Tea Republic tea pouches and jars



Each pouch contains 50g of loose leaf tea

# Tea Pyramid Gift Box

Our best-selling product contains nine tea pyramids offering customers a chance to purchase a collection of diverse, carefully selected tea blends in unique packaging. Each pyramid contains a biodegradable tea infuser filled with loose leaf tea—suitable for a 300ml brew.



Sample of "The Whites" gift pack



Sample from the special gift collection



Sample from the special gift collection



Sample of "The Blacks" gift pack



# Tea for 2 Gift Box

Try the taste of The Tea Republic or make someone happy with this unique gift. Be creative and fill the gift box with any two tea pyramids from our signature tea blends selection. Each pyramid contains a biodegradable tea infuser filled with loose leaf tea—suitable for a 300ml brew.



# Tea types

Our range of tea blends consists of five categories, each with its distinctive characteristics and attributes. Black teas offer boldness, strong flavours and energy; oolongs have the best well-rounded flavours combined with a gentle touch. Green teas are mature leaves with a subtle sweetness and are rich in antioxidants. White teas come from carefully handpicked younger leaves and offer a delicate taste with numerous health benefits. Tisanes are made of a blend of various herbs, flowers or spice, known for their healing and rejuvenating qualities.



Black tea



Oolong tea



Green tea



White tea



Herbal tea  
(Tisane)

## Tea types

# Black tea

Black tea is the most intensively processed type of tea, mainly involving fermentation. The leaves of the Camellia Sinensis plant are allowed to fully oxidise, creating their black colour before they are dried, giving black tea more complexity, more astringency and fewer vegetal overtones than are typically found in other teas.

## Ametrine Assam

*Malty, Energising, Fortifying*

From India's Assam region, a bold, rich, full-bodied black tea results from elegant leaves with golden tips.

## Lapsang Souchong *(featured on photo)*

*Intense, Bold, Inspiring*

From the Puli township in the mountainous heart of Taiwan, this single estate tea is smoked over pine wood fires for its distinctive aroma and bold flavour.

## Sapphire Grey

*Energising, Fragrant, Uplifting*

Traditional Earl Grey black tea is married with cornflowers, delicately enhancing its bergamot notes.

## Imperial Bliss

*Earthy, Nourishing, Invigorating*

Lemongrass and ginger blended together with Pu-erh tea from China's Yunnan Province offer a calming infusion.



Tea types

# Oolong tea

Oolong tea is partially oxidised to lie somewhere between black and green. While the look is more along the lines of black teas, the taste is closer to the green teas, but with a touch more oomph for a well-rounded flavour. Oolongs are commonly produced in the Fujian province of China and on the island of Taiwan.

## Oriental Opal

*Smooth, Refreshing, Fruity*

Se Chung oolong tea from China's Fujian Province is enriched with fruity notes of fig and mango.

## Darjilong Dreams *(featured on photo)*

*Charming, Uplifting, Satisfying*

A unique organic tea from Darjeeling's Happy Valley tea estate is semi-fermented and fired to perfection with notes of wild honey.

## Formosa's Finest

*Nutty, Comforting, Reviving*

This exquisite Taiwanese oolong tea yields a soothing amber infusion.



## Tea types

# Green tea

Green tea is mature tea that has been picked and then pan fired [or steamed] to stop the oxidation process. Because of the very limited oxidation, green tea produces subtle sweetness that offers a bouquet ranging from grassy to floral.



## Jeoncha Jade

*Verdant, Crisp, Satisfying*

This organic second flush green tea from Korea's Jeju Island offers a fresh and bright green brew.

## Japanese Matcha Green Tea

*Grassy, Creamy, Invigorating*

Pure Matcha from the tea plantations of Nishio in the Aichi Prefecture of Japan's Chūbu region. This fine powdered green tea offers a bittersweet grassy flavour.

## Green Garnet *(featured on photo)*

*Vegetal, Refreshing, Energising*

With Yabukita tea cultivar origins, this organic tea from Korea's Jeju Island is mellow with a hint of umami.

## Bohemian Batik

*Fragrant, Smooth, Fruity*

Sencha green tea is combined with boysenberry & mango, creating an aromatic refreshing infusion.

## Aquamarine Apple

*Rounded, Heartening, Fruity*

Crisp organic apples lend a delicate flavour to this smooth infusion of organic Chinese Chun Mee green tea.

Tea types

# White tea

White tea comes from the delicate buds and younger leaves of the Chinese Camellia Sinensis plant. These buds and leaves are allowed to wither in natural sunlight before they are lightly processed to prevent oxidation or further fermentation. This protects not only the delicate flavour of the white tea, but also retains high levels of the chemicals responsible for the tea's health benefits.

## Cranberry Crystal

*Aromatic, Fruity, Uplifting*

Pomegranate and cranberries combined with Chinese white tea, offer an antioxidant-rich infusion.

## White Diamond *(featured on photo)*

*Floral, Refreshing, Light*

A delicate white tea is subtly infused with rose petals and jasmine tea.



Tea types

# Tisane (Herbal tea)

Tisane, [pronounced tee-sahn] commonly called herbal tea, is not a true tea. This is because it does not contain tea leaves, but rather a blend of various herbs, flowers or spice steeped in boiling water. Such teas have long been used for their healing and rejuvenating qualities. Theine-free, unless noted otherwise.

## Lavender Blue *(featured on photo)*

*Calming, Captivating, Fragrant*

Organic butterfly pea flowers from Malaysia lend their natural blue pigmentation to this antioxidant-rich tea. Once brewed, enjoy the floral lavender aromatherapy and watch your tea change colour when you add in a few drops of juice from citrus fruits like lemon or lime.

## Ruby Red

*Sweet, Velvety, Soothing*

South African rooibos [Afrikaans for red bush; pronounced roy-boss] leaves are mixed with caramel pieces creating a delicious theine-free infusion. Rooibos tea is also known as red tea.

## Gingerbread Gem

*Bold, Spicy, Aromatic*

Roasted South American mate is blended with gingerbread spices & vanilla. This infusion offers an uplifting aromatic chai.

## Inner Peace

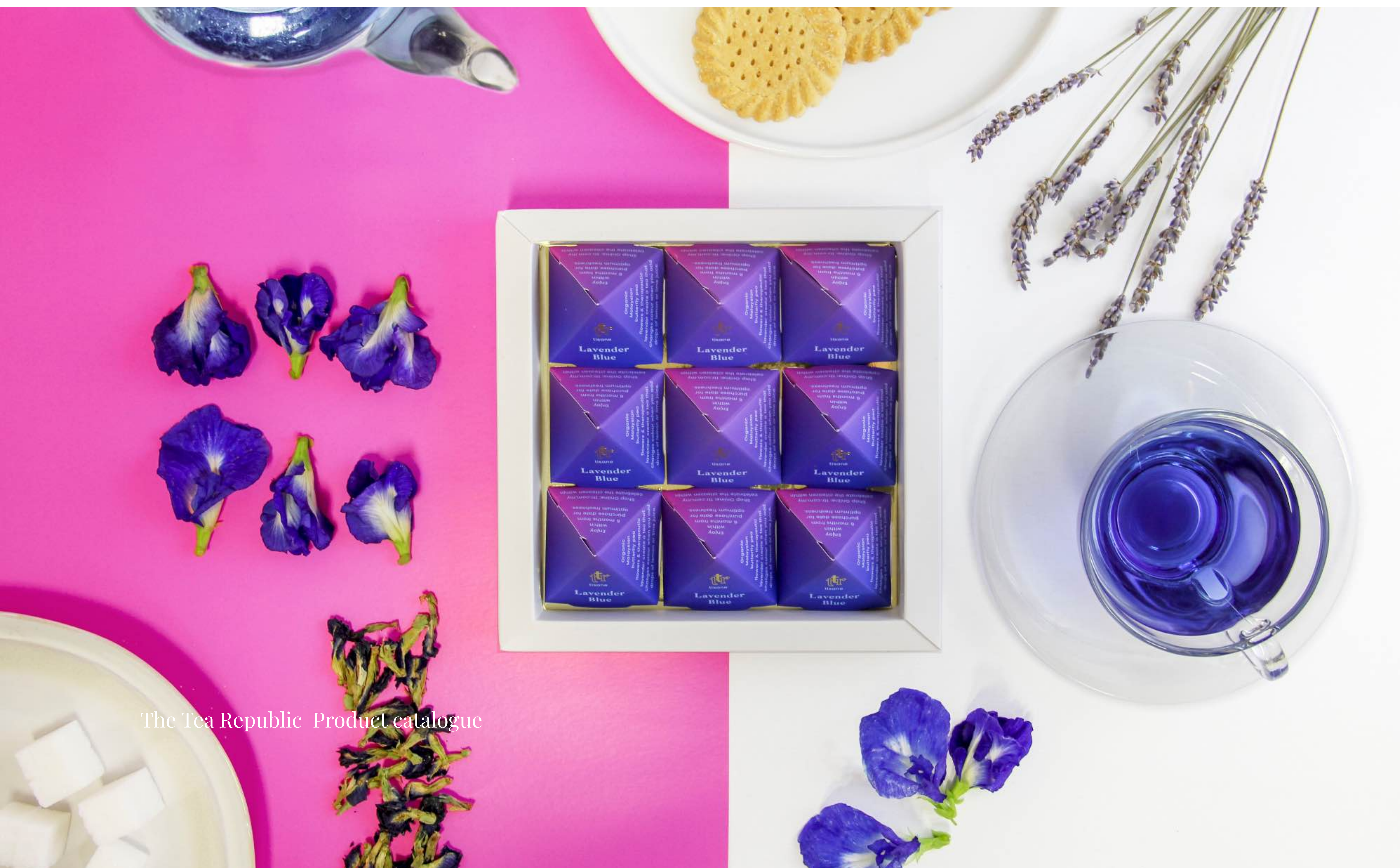
*Calming, Aromatic, Fresh*

This harmonious theine-free blend features chamomile, lavender and peppermint.

## Coral Sunset

*Fruity, Refreshing, Uplifting*

Peach, apple, hibiscus and mango are the highlights of this aromatic theine-free fruit infusion.



# Contacts

## Where to find us

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#TheTeaRepublic

## Our clients include

*One&Only*  
REETHI RAH  
*Maldives*

**MONT  
BLANC**

  
**LEXUS**

**Dior**

**wallis**

**KPMG**



# Thank you.

See our entire product range  
at [thetearepublic.cz](https://www.thetearepublic.cz)

*Celebrate the citeazen within.*

**tr** thetearepublic®  
CELEBRATE THE CITEAZEN WITHIN

