

victoria tea festival .com

Taste. Discover. Shop. Experience.

FEBRUARY 17, 2008 AT THE VICTORIA CONFERENCE CENTRE



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www.victoriateafestival.com

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*Come Visit Us
at the Bay Centre
Centre Court
Jan. 25 & 26*

**Presenting
Sponsor**

福 SILK ROAD



Event

tickets on sale now

Festival organizers responded to feedback from last year's festival that suggested we reward those who purchased tickets early by providing a 20% discount on advance purchases (\$20 instead of \$25). Tickets are also more accessible as they are available at many locations including ALL Serious Coffee locations on the Island, Silk Road Tea, the Bay Centre (Guest Services), Ooh Cha Tea House (Vancouver) and by phone (250-370-4880).

We printed 1500 tickets and have just over 50% remaining!

featured sponsor

The Victoria Tea Festival welcomes back JagaSilk! JagaSilk is a locally owned importer of tea. The owners, Jared and Miyu Nyberg, are strong advocates for quality tea and were quick to offer their sponsorship support for the tea festival and the child care program in 2006.

JagaSilk is a specialty importer of maccha (stone ground green tea). They import it strictly from Kyoto, Japan, renowned for its deep and flavourful green tea harvests. Kyoto is the birthplace of the tea ceremony and the cultural capital of Japan. JagaSilk has their maccha stone ground the moment they order and immediately flown in by plane; no tea exchanges. They then take the extra step, to post the "grind date" on their tea packages. They are working with local baristi, Japanese tea ceremony masters, and personal curiosity to develop the "JagaSilk Way of Tea", a style that allows maccha to be consumed outside of the tea ceremony, in a more casual environment, but still respects its artisan details.

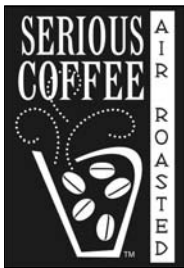
Jared and Miyu say they want to find happiness and inspiration from staying creative and motivated in their business. Talking to this energetic duo, you can tell they love what they do!

You can find helpful information about maccha on their website, including how it can be prepared and served. Jared and Miyu will be at the festival, whisking up maccha drinks and answering questions about maccha. Visit their booth, and ask for

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maccha drinks and answering questions on maccha. Visit their booth, and ask for Nirvana! www.jagasilk.com

featured exhibitor

OOH CHA TEAHOUSE is set in an oriental ambience, with an area for absolute relaxation, was built and brought together with love and passion of family in February 2007. Situated on 63 Kingsway, not far from the Kings gate Mall, Ooh Cha Teahouse offers 65 teas from around the world to enjoy in-house or for the busy customer on the go. We are always happy to share our love of tea with the customers and love the tea lovers who constantly share their great experiences with tea. For one of the oldest beverages known in history, Ooh Cha Teahouse proudly serves the best tea from around the world and offers the retail option of bringing some of this delightful tea home.

Operated by Owner Karen Duffield and her Manager Angelina McCarney, Ooh Cha welcomes all tea connoisseurs and new tea lovers to experience a great cup of tea.

Our website tells you about us and gives our in house teas. We love to hear from you and please feel free to contact us at www.oohcha.com or email us at info@oohcha.com

live, love, laugh and enjoy anytime at Ooh Cha
604-629-1331

letter from the event chairperson: luc vanhanuse

The Victoria Tea Festival is pleased to be able to provide tea shops, tea houses, importers, restaurants, bakeries and distributors with an opportunity to promote their unique line of teas, products, and company services. We are equally as pleased to help put a long overdue spotlight on the tea industry!

We are also very excited to be able to provide tea consumers with an opportunity to taste, learn and experience a variety of teas available locally and through on-line retailers. Here in this part of the world, finding quality tea is not always as easy as it could be. It's out there, but you have to know where to find it, and what you're looking for.



Tasters: I recommend you bring your notebook and pen, as you will want to write down the names of your faves and any brewing/preparation tips you receive from the vendor! Most exhibitors will be retailing their products on site, so you won't have to leave empty handed either.

Tea Companies: I invite you to use this event to your collective advantage. This is now the largest public tea event in Canada, and will soon be one of the largest in North America. Come participate, expose your product to the projected 1000 festival participants coming to the event including buyers from the hospitality industry, food/ travel and health media and future loyal customers. We have created several opportunities for tea businesses to enhance their exposure such as our webpage advertising starting at \$50 per month and event sponsorship starting at \$500. Marketing through us, ensures your message gets out to people interested in

Event Supporters





Homepage advertising starting at \$50 per month and event sponsorship starting at \$500. Marketing through us, ensures your message gets out to people interested in tea! Supporting us, helps to create a new way for consumers to learn about the joys and benefits of tea!!

Luc

volunteer opportunities

The Victoria Tea Festival has set ambitious goals to double in size and scope every year for the next 3 years. This requires dozens of volunteers in each area of festival planning and hosting. We are currently looking for volunteers for:

- The year round organizing committee
- Event Day



Please email info@victoriateafestival if you would like to volunteer in any capacity.

BONUS

Each volunteer is invited to enjoy the festival free of charge and receives a **complimentary ticket to bring a friend!**

contact information

For more information:

Mailing Address:
 Victoria Tea Festival
 c/o Camosun College Child Care Services
 4461 Interurban Road
 Victoria, B.C.
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Telephone: (250) 370-4880
Fax: (250) 370-4888
Email:
info@victoriateafestival.com



To unsubscribe from this email list

We would like to keep you informed about festival developments; however, if you would like to be removed from the list, please send a return email and type "remove" in the subject line. If you know a tea drinker – please forward this newsletter to them.

TOURISM VICTORIA
Marketing our favourite destination



The Cause

The Victoria Tea Festival is an event supporting Camosun College Child Care Services.



Victoria Tea Festival Vision

The Victoria Tea Festival will be an annual destination event for the city of Victoria, and the Pacific Northwest, in which consumers and businesses alike can indulge in an educational tea experience exploring the traditions and trends of tea, while supporting a worthy cause, (Camosun College Child Care Services).

Our Values

- Education
- Partnerships
- Destination Tourism
- Child Care



Child Care

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