



victoria  5th annual tea festival.com

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Our History & Cause



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History of the Event

The Victoria Tea Festival, organized and managed entirely by a volunteer committee (and over 200 volunteers), had its inception in 2007 and has experienced phenomenal growth over the last four years gaining interest from across North America. It is a one-of-a-kind interactive and educational tea experience, which celebrates both the traditions and trends of tea. The success of the event is due in large part to the commitment of our Sponsors, Event Supporters, and Volunteers.

The Cause

Camosun College Child Care Services, the cause behind the Victoria Tea Festival, operates two facilities for children newborn to five years old. Providing high quality child care on campus allows parents the opportunity to pursue their educational and career goals while raising children. All proceeds from the festival are used for operational resources, special projects and an annual student bursary.

The College's Child Care Services will celebrate its 20th anniversary in May, has been nominated for the Prime Minister Awards of Excellence in Early Childhood Education, and now has second generation attendees in its care.



Have you tasted the exquisite **Golden Tea**?
Come experience our newest line of award-winning, single estate, Fair Trade and Organic teas!

At the 2011 Victoria Tea Festival, Nu-Tea Company will be unveiling 12 new Fair Trade & Organic teas, with 9 new flavours! These delicious teas are brand new, so you won't find them anywhere else - we invite you to visit our booth #28 to be the first to sample these amazing new flavours.

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Abbotsford, BC, V3G 3C3
www.tegatea.com
info@tegatea.com
866.801.7600

Thank you from the Organizing Committee

For 5 YEARS of support – Silk Road, Serious Coffee, Planet Organic, CTC Brewt, JagaSilk, & CUPE 2081.

To this year's **sponsors & event supporters**...thank you for your investment in this great cause!

To our **exhibitors**...thank you for raising tea awareness!

To our **silent auction donors**...thank you for your generosity!

To our **presenters**...thank you for sharing your tea expertise!

To our **volunteers**...we couldn't do it without you!

To YOU our **festival attendees**...thank you for attending this year's event!



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2012 Victoria Tea Festival: February 18 & 19

Welcome to the Victoria Tea Festival

Advertise Here

Interested in advertising in 2012? Email info@victoriateafestival.com

Festival Feedback Form

We would appreciate your feedback! Please fill out the inserted exit survey and drop it in one of our draw boxes at the exit or the People's Choice Awards voting station. Your feedback is greatly appreciated!

Volunteer in 2012?

Visit the VTF Info Booth or www.victoriateafestival.com for more info.

Please Recycle

Recycling bins are available at the exit doors. Please be considerate and recycle programs when you are finished reading them. Thank you.



Online Auction

Visit GoBid.ca from January 16 - February 18, 2011 and support our Online Auction!
BROWSE. BID. BUY.



Taste delicious teas and tea-food selections from around the globe, purchase tea wares, and engage in a meaningful learning experience with each exhibitor.

Main Level

Silent Auction

Indulge yourself for a great cause! Bid Closing Time – Sat (4 pm) and Sun (3 pm).

Lost & Found

Please contact the Tickets and Information Desk for assistance.

Mezzanine Level

ATM

Available at the Silent Auction Pick Up area.

Concession

Enjoy a light meal at the concession – provided by The Fairmont Empress Catering.

Presentation Stage

Choose from a continuous schedule of presentations by experts in the industry.

Silent Auction Pickup

Pick up your item here starting at 4:30 pm (Sat) or 3:30 pm (Sun). Cash, MC/VISA, or debit accepted.

Raffle Tickets

Luxurious items available – tickets: 1 for \$2, 3 for \$5 or an arm's length for \$10.

VTF Information Booth

Learn more about the event, cause, and sign up to be a volunteer at the 2012 event. Connect with us at www.twitter.com/VictoriaTeaFest for Victoria Tea Festival and tea information throughout the year!

VTF Monies Make a Difference



Over the last 4 years, \$89,000 has been raised for Camosun College Child Care Services, the cause behind the event. To date, monies raised have been used to renovate the Infant Center play yard, support the operating budget, and provide eight Camosun students with a bursary to assist with child care fees.

Rob Ganzer was a student at Camosun from May '08-June '10 and completed his Diploma in Finance as well as a Bachelor's Degree in Business Administration. When Rob decided to pursue the Accounting degree at Camosun College, he became aware of the Child Care Services and its excellent reputation. He and his wife, Diwa, were fortunate to get a spot in March '09 for their daughter Isabella. Their second child, Edan, also got a space in the Infant Center. In the fall of 2009, Rob was the recipient of a VTF Bursary. What follows is the amazing story of Rob and Diwa's journey and how the Victoria Tea Festival made a difference for them.

We struggled while I was a student. When I originally started school we knew that Diwa was pregnant. We had a game plan in place and a budget that was both reasonable and achievable for us to get through school. Since Diwa had to work at the hospital and not get paid, the first struggle was child care costs. When we got into the Camosun facility things started to become easier. In May of 2009, Isabella was brought to the hospital under the impression that she had a cold. What originally was thought to be a cold ended up being a hernia. Isabella required surgery and was in the hospital for almost 2 months, requiring a feeding tube for many months following her surgery. It was a very challenging and exhausting time as I was taking a full course load and I would go to class then to the hospital so Diwa could go home, shower and nap. I would have to study

late at night sometimes not starting until 11 pm to keep up with the fast paced courses. To add to the situation, Diwa was unable to work because someone had to stay with Bella at the hospital at all times. While it may seem like an odd choice for her not to work and me to take classes, at the time we had no idea how long Bella would be in the hospital or how severe the whole thing would be.

Now, I am a Senior Accountant for Spectra Energy in Fort Nelson and there is a lot of room for me to grow professionally. We have decided to make a yearly contribution to the VTF Bursary Trust Fund to help a student like myself and families that are in need of assistance. We made this decision for many reasons, some of which are hard to sum up in words. The effects of Isabella's surgery and subsequent health concerns were devastating financially and the contribution we received from the VTF helped us through the last part of my education. While we are deeply thankful for the help we received and the amazing care our children received, our desire to donate is for reasons much deeper than that. Both Diwa and I understand how difficult it is to get an education. Children add to the stress and needs of those who are trying to better their situation, not only for themselves but especially for their family. We also understand that people find themselves in tough circumstances for many different reasons. The reason they need help is less important than the fact that they do so that they can achieve their educational goals. We just want to help others like we have been helped so that they too can find a way to achieve their career and life goals.

Rob not only graduated in November 2010 but he won the CMA award for academic achievement in his last semester which included a \$1500 scholarship towards the Certified Management Accountants program. He has since wrote the entrance exam and passed with 83%. Rob and Diwa purchased their first house in December and are expecting their third child in June.



Enjoy a soothing cup of tea
..... for health!

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May Ip-Lam Gallery-655A Herald Street, Victoria, BC-250-384-1629

Exhibitors

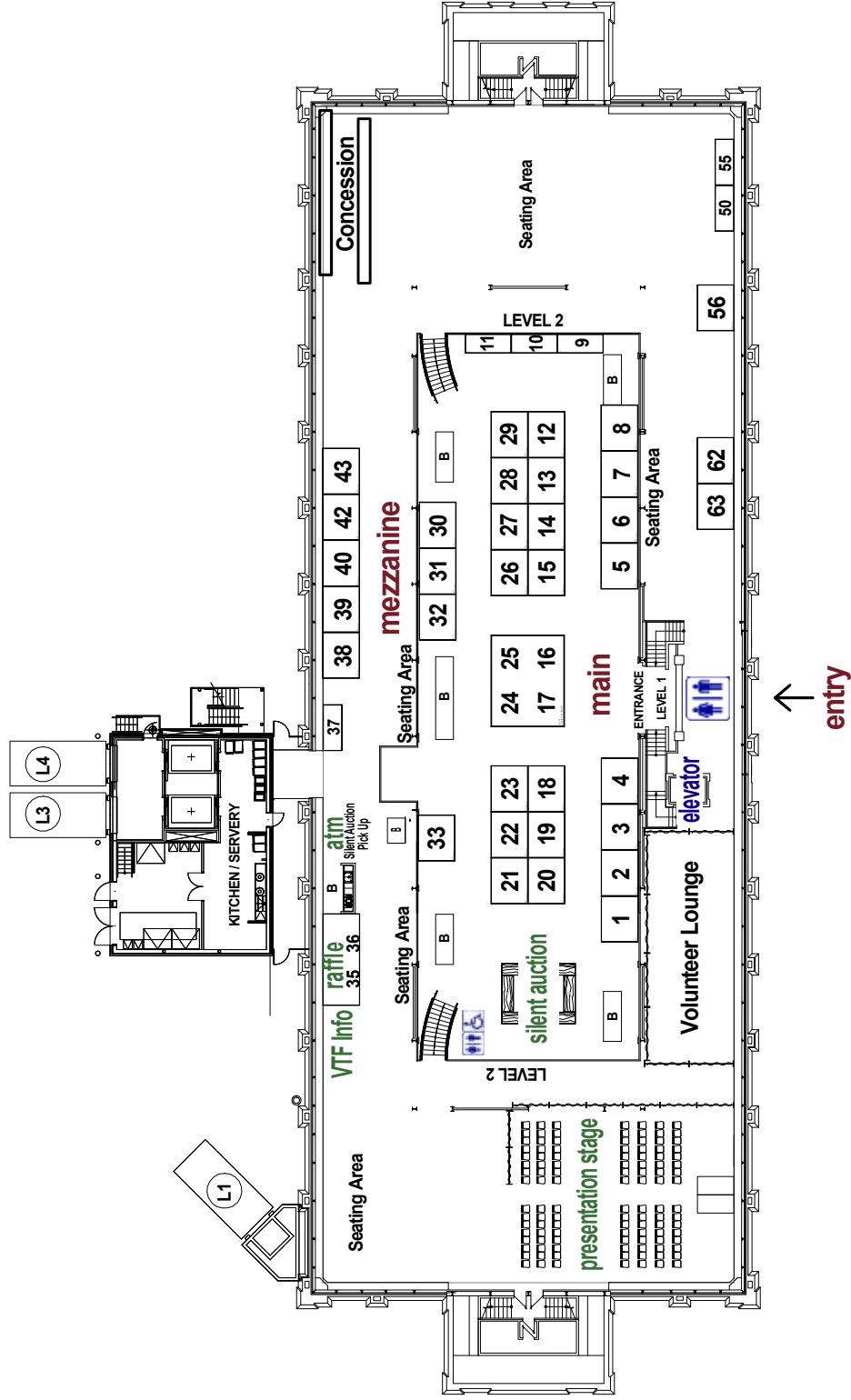
Main Level

- 1 Oooli Beverages www.oooli.com
- 2 Vastu Chai www.vastuchai.com
- 3-4 Special Teas www.specialtea.com
- 5 Teafarm www.teafarm.ca
- 6 Margit Nellemann Ceramics www.margitnellemann.com
- 7 CTC Brewt Corp www.brewts.com
- 8 JagaSilk www.jagasilk.com
- 9 Terrible Truffles www.terribletruffles.com
- 10 May Ip Tea www.terribletruffles.com 250-384-1629
- 11 Vintage Fair Victoria www.vintagefairvictoria.com
- 12-13 The Fairmont Empress www.fairmont.com/empress
- 14-15 Serious Coffee www.seriouscoffee.com
- 18-19 Planet Organic Market www.planetorganic.ca
- 20 Steeps Tea www.steepstea.com
- 26 DoMatcha Japanese Green Tea www.domatcha.com
- 27 Steeped Tea Inc www.steepedtea.com
- 28 Nu-Tea Company www.tegatea.com
- 29 The Painted Cookie www.chadoteahouse.com 604-588-8090
- 30 Chado Tea House www.chadoteahouse.com
- 31 Epicure Selections www.epicureselections.com
- 32 Spinnakers Gastro Brewpub www.spinnakers.com
- 33 Good Planet Company www.goodplanet.com

- ## Mezzanine Level
- 37 Psychic Song www.psychicong.com
 - 38 Tula Teas www.tulateas.com
 - 39 Teaopia www.teaopia.ca
 - 40 Pacific Rim College www.pacificrimcollege.ca
 - 42 Cargo & James Tea www.cjfranchising.com
 - 43 Beaver House Fudge www.beaverhousefudge.com
 - 50 Cape de Hoop Tea www.newlands.ca
 - 55 Tea Leaf Reader: Patti Lenardon www.newlands.ca 250-478-8949
 - 56 Dragonfly Dreaming www.dragonflydreaming.com
 - 62-63 Country Grocer www.countrygrocer.com

2012 Victoria Tea Festival
February 18 & 19
www.victoriateafestival.com

We are committed to the environment.
Tea leaves and disposable tasting cups
will be composted following the event.



Saturday Presentation Schedule

12:00 pm **Casual Sax Quartet**

The Casual Sax Quartet is made up of music students from the University of Victoria who formed into a group in the spring of 2010. Having done all their own arrangements, this versatile ensemble has a varied repertoire.



Performed by the Casual Sax Quartet

1:00 pm **Perfect Harmony: The Art of Selecting Tea Ware**

Join Tea Master Daniela Cubelic, for a fascinating presentation that will revolutionize your understanding of tea drinking and serving vessels. The flavour of tea is incredibly influenced by the shape of a teapot it is brewed in and the type of teacup it is sipped from, as well as the thickness and material that these vessels are made from.



Presented by Daniela Cubelic (Owner—Silk Road)

2:00 pm **The Origin of Chai**

Today, in North America, the word chai is used to refer almost exclusively to the Indian chai—or masala chai—beverage. This presentation will focus on chai's origins and the history of tea from the Indian sub-continent. You will also explore how community is created through the enjoyment and sharing of Chai.



3:00 pm **Cooking with Tea with Chef Heidi Fink**

Chef Heidi will demonstrate the essential techniques to best incorporate tea's nuanced flavour into your cooking. Roasted Tea soup broth, smoky Lapsang Souchong glaze, and green tea sorbet will be among the wonderful recipes provided at the presentation.



Presented by Chef Heidi Fink

4:00 pm **Making Iced Teas Fresh**

Our kids need better drinks. And we need fresher drinks. The whole world needs less sugar so CTC Brewt has embarked on a program of developing a range of tea products that deliver fresh, healthy, easy to make and very fun iced tea drinks.



Presented by Bob Krul (Owner—CTC Brewt)

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Presentation Stage Sponsor

It all Begins with the Perfect Cup of Tea
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Sunday Presentation Schedule

12:00 pm **The Way of Tea**

Also known as the Japanese Tea Ceremony, The Way of Tea, is a spiritual and aesthetic path that takes a lifetime to perfect, and reminds participants to live in the moment. Observe a ritual that draws from the aesthetics of Zen Buddhism to create a harmonious retreat for the mind and spirit.

Performed by the Urasenke Nagomi Tea Circle



1:00 pm **Naturopathic Medicine and Tea: Health Benefits and Risks**

Tea and its individual constituents can have many health benefits and even a few risks. This engaging presentation will highlight some of the medicinal uses of tea and how it can be used to promote wellness or assist in various health conditions.

Presented by Dr. Jasmine Wong, ND



2:00 pm **Chai: More than just a Tea or Latte**

Together with his partner Kristina, Chef Michael will be making delicious recipes using Chai Tea. Covering breakfast, dinner and dessert, they will make three different recipes using various cooking techniques.

Presented by Chef Michael & Kristina Williams (Country Grocer)



3:00 pm **Twisted String**

Twisted String is the National Youth Fiddle Project of Juno-nominated fiddler and composer, Oliver Schroer. This "pod" of the project resides in Victoria, BC. They are well known for their colourful costumes and joyful "Random Acts of Violins."

Performed by Twisted String



Presentation Stage Sponsor



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Congratulations on 5 Years!

VTF People's Choice Awards

We'd love to hear your favourites from this year's Victoria Tea Festival! As you learn and explore during your visit with us, choose your:

- Favourite Tea
- Favourite Exhibitor
- Favourite Display
- Favourite Non-Tea Product
- Favourite Presentation



Vote for your favourite by filling out the festival feedback form and casting your vote. Please drop your form at the exit or the People's Choice Awards voting station.



Did you know?

There is so much to learn about tea, and questions are encouraged as you visit each exhibitor and take in a presentation.

Did you know...

- The spices found in chai tea can include a combination of cardamom, cinnamon, cloves, and black pepper?
- Flowering teas can sometimes be brewed and bloom up to three times before the tea becomes too bitter?
- Pu Er tea is a Chinese tea that goes through a natural fermentation process that can take years to complete?
- Matcha is a green tea leave ground into powder form (and can even be enjoyed in hot chocolate!)?

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Tea Artistry



Silk Road Teas are created and blended in Victoria. Tea can be rich and pungent or delicate and subtle. The Silk Road art of tea blending ensures that the character of the plant retains its essential harmony and is enhanced by the ingredients with which it is paired. Select botanicals from around the world, as well as the West Coast, are carefully cured and prepared to yield a superb tea experience.

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