



Real Tea Education is in short supply globally while tea drinkers and future drinkers thirst for knowledge about their beloved beverage.

Learn from the Expert

At Cambridge Tea Academy we help answer these questions for you or your clients. We work with you at your own site, or at our partner venues in London and in Mombasa, Kenya.

- We can work together to build your impactful new tea product concept, give tea training sessions to your staff or customers to enthuse and educate them on the product.
- For companies hiring **Tea Buyers/Blenders** we can train and certify them in tea tasting for you, saving you the time and effort it takes your buyers to do this in-house.
- We also **provide tea education to young adults** in colleges and Universities introducing them to tea and giving them an understanding of the option of a career in tea.
- **Fun tea learning and tasting** for the general public - short classes to let you discover tea.



For more information contact us at info@cambridgeteaconsultancy.com or visit us as www.cambridgeteaconsultancy.com.



1. Tea Taster Certification (Foundation, Intermediate & Tea Master Blender)

Are you a beginner Tea Buyer/Blender or someone aspiring to get into Tea Tasting, Buying and Blending?

Are you a **company hiring tea trainee tasters** and need help getting them up to speed in the most efficient way?

Then you are at the right place.

I train from the basics, to Master Blender level and get certified by a recognised Industry expert. For companies, the classes can be tailored to your specific area of interest, in your tea language and delivered at your tasting room. Trainees will be required to have visited a tea garden and tea factory at origin (we can help arrange this). To obtain certification at each level the trainee will be required to pass the theory and practical tests.

On completion you will be a **Certified Tea Taster** able to grade, buy and blend tea.

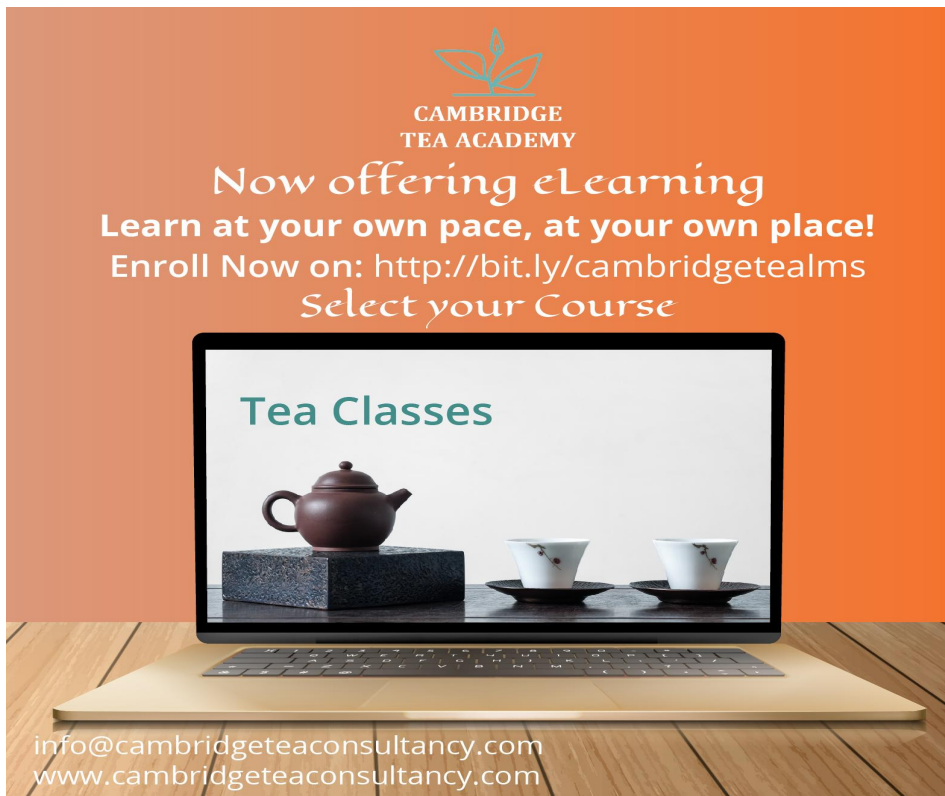
The course will include:

- All the basics: history, manufacture, tea types, sustainability
- Grading : leaf, liquor (cup), infusion
- Quality assessment: taste, colour, brightness, body
- Origin appreciation and differentiation
- Seasonality
- Blending and master blending
- Fruit and herbal Infusions
- Flavoured teas
- Decaf, instant and iced teas
- Tasting, tasting, tasting!



Get in touch at info@cambridgeteaconsultancy.com for a quote.

2. eLearning Platform

An advertisement for the Cambridge Tea Academy eLearning platform. The background is a solid orange color. At the top center is the Cambridge Tea Academy logo, which consists of a stylized green tea leaf above the text "CAMBRIDGE TEA ACADEMY". Below the logo, the text "Now offering eLearning" is written in a white, elegant serif font. Underneath that, "Learn at your own pace, at your own place!" is written in a bold, white sans-serif font. The next line reads "Enroll Now on: <http://bit.ly/cambridgetealms>" in a white sans-serif font. The final line, "Select your Course", is written in a white, elegant serif font. In the center of the advertisement is a laptop computer. The laptop screen displays the text "Tea Classes" in a green sans-serif font. Below the text on the screen is a photograph of a dark brown teapot on a dark rectangular base, and two white teacups on saucers. The laptop is placed on a wooden surface. At the bottom left of the laptop, the email address "info@cambridgeteaconsultancy.com" and the website "www.cambridgeteaconsultancy.com" are written in a small, white sans-serif font.

In these times, you want to expand your skills base, but you also want to do it conveniently.

Learn tea at your own pace, at your own place!

Our courses are created by Joyce, using her years of experience and expertise. A selection of self-taught classes to help you get to speed with tea learning quickly, effectively and memorably.

Book training now - on the website or directly on the eLearning portal.

3. Tea Education For Students

We can help colleges, schools and universities to introduce students to careers in tea or simply demonstrate the interesting world of tea to stimulate interest in the subject.

- Introduction To Tea
- Tea Careers
- Tea History & Future
- The Health Benefits of Tea
- Tea & Sustainability
- How to Choose The Best Tea
- And Much More!



If you'd like to learn more about how we can work with your institution contact us at info@cambridgeteaconsultancy.com.

4. Tea Masterclass For Business



For tea company sales and marketing staff we can provide practical workshops and training covering a range of topics.

- Knowing Tea
- Selling With confidence
- NPD Product Co-Creation
- Lessons Learnt in the Industry
- And Much More!

Email us at info@cambridgeteaconsultancy.com and let's talk tea. You can learn more about who we've worked with and what we've done for them at www.cambridgeteaconsultancy.com.

5. Fun Classes For Tea Enthusiasts

For the general public curious about tea we can provide workshops and fun events covering a range of topics.

- The Tea Masterclass
- Virtual Tea Flight Around The World
- Tea , Food & Drinks
- Tea Quizzes
- Make Your Own Blend
- Choosing The Best Tea
- And Much More!

Get in touch at info@cambridgeteaconsultancy.com and come with us on a fun tea learning journey.

