



Real Tea Education is in short supply globally while tea drinkers and future drinkers thirst for knowledge about their beloved beverage - origins and terroir, how it is made, what is a good tea? Can I learn to taste?

Learn from the Experts

At Cambridge Tea Academy we can help answer these questions for you or your clients. We work with you at your own site, or at our partner venues in Cambridge, London and also 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.
- Excitingly, we also train and **certify Tea Sommeliers** which can open doors to a job in Tea Buying and Blending or give you invaluable guidance as you set up and grow your own tea business.
- 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 at www.cambridgeteaconsultancy.com.



1. Tea Taster Certification (Foundation, Intermediate or 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 junior tasters** and need help getting them up to speed in the most efficient way?

Then you are at the right place.

You will be trained 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 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 test (theory and practical).

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. **Certified Tea Sommelier® Training**

Put yourself ahead with the Tea Sommelier® training program owned by Tea and Herbal Association of Canada. This is a formally recognised certification with students as far and wide as the USA, India, Japan, Italy, Mexico and of course Canada.

<https://teasommelier.com/>.

[What is a TEA ® Professional?](#)

Tea Sommelier® Professional - one who is knowledgeable and well versed on all aspects of tea as it affects the consumer. Gain a thorough understanding of tea and its history, processing methods and preparation. As a qualified sommelier you will be able to interact easily with anyone on the subject of tea and make recommendations based on their needs in an easy and approachable manner enabling you to elevate to a high - level service and offer a memorable service each time.

To be a **Certified Tea Sommelier** you will need to attend all the following 8 modules and pass all the tests. You can alternatively choose just the modules you like too!





Tea and Herbal Association of Canada
Association du Thé et des Tisanes du Canada

Tea Sommelier® Certification Program Modules

Tea 101 Introduction to Tea



Tea 102 Regions of the World



Tea 103 Sensory Development



Tea 104 Tea Types



Tea 105 From Bush To Cup



Tea 106 Preparation, Consumption & Health



Tea 107 Menu Design, Food Pairing & Cooking



Tea 108 The Business of Tea



Modules & Charges

Tea 101/102 3 Days £360

This course will provide an introduction on the history of the origin of tea; you will learn how to differentiate the different types of tea as well as the tea grading standards used in the industry. Students will also examine in detail the principal tea-growing regions of the world and develop a fundamental appreciation of tea as well its evolution and influence on culture and world events.

Tea 103/104 3 Days £360

This course covers how we taste: What do we rely on to taste? What errors should we be aware of? It will cover the tea taster's vocabulary as we appreciate the science of taste through tasting different foods. We then link this with the types of teas produced in different origin points across the world. Tasting and style comparison is a major part of this course.

Tea 105/106 3 Days £360

You will come out of this course with a good understanding of the advanced cultivation and processing practices in tea. Students will taste and evaluate teas from different regions and styles of manufacture. You will also learn about the health benefits of tea as well as tea myths and facts.

Tea 107/108 3 Days £360

Explore the nuances of using tea as an ingredient - cooking, baking, cocktails and more. In this course you will understand the principles of using tea beyond its traditional uses as well as practice how to pair food with tea and create the perfect afternoon tea menu. The various layers that make up the tea trade will also be explained: traders, auctions, packers, retailers - who are they and what challenges do they face?

Book training now by getting in touch at info@cambridgeteaconsultancy.com



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.

- Understanding Tea: History & Future
- Tea Selling With Confidence
- How To Talk About Tea to your Customers
- Tea Concept & Product Co-Creation
- Tea Sustainability & Purpose
- The Perfect Tea
- Lessons Learnt in the Tea 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 Masterclass For Tea Enthusiasts

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

- Tea and Mindfulness
- Tea & Food Pairing
- Tea Quizzes e.g. Guess The Tea
- Make Your Own Blend
- See, Touch and Taste Teas
- Tea Mixology
- How to Choose The Best Tea
- And Much More!

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

