Wandering the Web: How About a (Virtual) Cuppa? A Highly Selective Introduction to Tea Online

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Wandering the Web — How About a (Virtual) Cuppa? A Highly Selective Introduction to Tea Online

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Tea Is Good for You

The second most popular beverage on Earth? Yes, tea. Second only to water, tea is the most-consumed beverage on the planet. Why? From help with weight loss to stress relief (there’s a symbiotic relationship there!) to fighting free radicals to improved exercise endurance and more, the humble cuppa — elsewhere in the world the most-consumed beverage — is coming into its own in the United States.

The Blog at HuffPost Healthy Living posted “6 amazing health benefits of tea” (2013). Time magazine online touted “13 reasons tea is good for you” in their Health and Family section (2012). WebMD created a short video clip reporting on the increase in tea consumption and published online articles on the health benefits of different types of tea (2013). After viewing the WebMD material, you can even take a quiz to test your knowledge on green tea! Dr. Oz and Fox News also showcase you can even take a quiz to test your knowledge on green tea! Dr. Oz and Fox News also showcase

A Few Tea Vendors (among Many): A Drop in the Vast Teapot of Online Tea Vendors

Tea grows best in high, moist elevations, and the camellia sinensis plant can be found all over the world. According to the Tea Association of the USA:

Much of the world’s tea is grown in mountainous areas 3,000-7,000 feet above sea level, situated between the Tropics of Cancer and Capricorn in mineral-rich soil. Leading tea-producing countries include Argentina, China, India, Indonesia, Kenya Malawi, Sri Lanka, Tanzania, and Taiwan (Tea Fact Sheet, 2013).

There are a number of small, artisanal tea gardens in the United States, but the best-known commercial U. S. tea producer is the Charleston Tea Plantation, owned by Bigelow Tea, which produces American Classic Tea.

You say you like flavored teas? Well, sit back and take a fortifying sip or two, this could take a while. Popular online tea vendor Adagio Teas boasts more than 57,166 blends, as of May 2014. How is this possible? Brilliant social media marketing: Adagio customers create and rate tea blends online, often based on popular culture fandom. For example, TV series fandom blends include highly subjective and wildly varied teas based on characters from Sherlock, Dr. Who, and the late, lamented Firefly, to name but a few of the popular groups of blends.

Teavana, now owned by Starbucks, is opening tea specialty stores following the phenomenally successful Starbucks coffee bar model. Originally in upscale malls or freestanding stores, with colorful walls of tea tins and heavy on the Asian style tea accessories, Teavana was perhaps the first national chain to popularize and yuppify tea. Teavana advertises more than 100 teas on their Website.

On the less trendy side, don’t be put off by the crowded, narrow screenspace of the Upton Tea Imports Website (as of this writing). Compared to the more colorful imagery and photos of teas to be found on other vendor sites, Upton comes off as dowdy as Aunt Matilda’s tea

continued on page 66
parties for the blue-haired set. The Upton difference, however, is in the details. Every one of “the 480 loose teas and tisanes” offered is as eloquently described, carefully sourced, and thoughtfully priced as on other, flashier tea vendor Websites. Their extensive catalog is available in a simple plain white paper format or online as a PDF. Upton Tea Imports is serious about the quality of its tea sources.

Somewhere between the busyness of Upton Tea Imports and the colorful graphics of Adagio Teas or Teavana is the stately yet welcoming Harney & Sons, a family business in upstate New York that imports and blends tea for international royalty — and the rest of us — at reasonable prices. Experience Palm Court, blended for the Plaza Hotel’s elegant room of the same name, or Paris, an hommage to French Breakfast Tea that adds that je ne sais quoi to your morning cuppa. A key to navigating the various tea varieties on the Harney & Sons Website (as of this writing): Click the photo of the white cup of tea nestled in tea leaves — that links to the main page for each blend. Like most online tea vendors, you can try a variety of Harney & Sons original blends in inexpensive sample packets.

Another friendly tea vendor is the English Tea Store, which carries a variety of established brands from Barry’s to Typhoo, in addition to their own blends of tea, many of which are simply delicious and are also available in various samples. If you like a good Earl Grey, try their Dorian Grey, Double Bergamot, or Earl Grey Cream. There is also available in variety samplers. If you like a good Earl Grey, try

**Tea and Social Media**

Beyond suggesting online sites to buy tea for your patrons, there is a growing social media aspect of tea for the novice as well as the connoisseur. Care to debate the merits of raw versus aged pu-erh? Want recommendations on fair-trade, organically grown white tea? Confused about the caffeine content in green tea? No worries — there’s a forum — and an app — for that. Tea drinkers have always been a social bunch, that much is evident from tea’s illustrious — and common- garden-variety — history (see suggested reading below). Technology has made reaching out to fellow tea-lovers amazingly easy. Tea reviews, tea swaps, tea FAQs, tea Q&As, and virtual tea-tastings abound at sites like Steepster and TeaChat.

Thirsty for more information on this near-miraculous beverage? If you are planning a program about tea, there are some wonderful visuals to illustrate the impact of tea on SharePowered’s “It’s Tea Time: A Collection of Tea Infographics,” or you can add to the wildly creative tea images already posted on Pinterest or Tumblr. From tea parties (of the china teacup variety) to the politics of tea (the beverage, not the party), there have been scores of books written that detail the rise of the humble tea leaf. See below for a handful of titles that showed up repeatedly on several best-of-lists.

How people came to drink tea is steeped in legend, so the history of tea picks up more or less when it became a drink fit only for royalty — or a huge cash crop. Take your pick. Now sit back, relax, and enjoy a cup of tea.

**Selected Resources about Tea**

**Social Media**

Pinterest Tea Boards — www.pinterest.com/search/boards/?q=tea
RateTea — ratetea.com/ — includes articles, reviews, and information about tea-growing regions
Reddit — www.reddit.com/r/tea, r/TeaExchange — discuss and exchange, post photos of tea, teapots, tea sets, etc.
Steepster — steepster.com — review, exchange, and discuss all aspects of tea
TeaAdvisor — TeaAdvisor.com — Discussion forums, articles
TeaChat — www.teachat.com — part of Adagio Teas, this site includes TeaMap, a tearoom directory; TeaChef, recipes using tea; TeaCritic, reviews of various teas; Tea Class (www.teaclass.com) and TeaMuse, a monthly newsletter.

**Apps**


**Blogs & News**

A Tea Addict’s Journal — www.marshult.com
Lainie Sips — www.lainiesips.com
MattCha’s Blog — mattscha.blogspot.com
SpontaneousTea — cazorl.teatra.de

**Vendors**

Vendors are a very small corner of the huge online tea world.
Adagio Teas — www.adagio.com
Arbor Teas — www.arboriteas.com
Art of Tea — www.artoftea.com
Charleston Tea Plantation, American Classic Tea — www.charleston-tea.com
Culinary Teas — www.culinaryteas.com
English Tea Store — www.englishteastore.com
Harney & Sons — www.harney.com
Mighty Leaf — www.mightyleaf.com
Teavana — www.teavana.com
Teavivre — www.teavivre.com
Upton Tea Imports — www.uptontea.com

**Books**

A Decent Cup of Tea, by Malachi McCormick, Clarkson Potter, 1991.
The Book of Tea (expanded edition), by Okakura Kakuzo and Bruce Richardson, Benjamin Press, 2011.
Wandering the Web
from page 66


Organizations
American Tea Masters Association — teamasters.org/
Association of Tea Bloggers — www.teabloggers.com
Fair Trade USA, Product Certification Tea Program — fairtradecertification.com/tea
Tea Association of Canada/Association du Thé du Canada — www.tea.ca
Tea Association of the USA, Tea Council USA, Specialty Tea Institute — www.teausa.com
United Kingdom Tea Council — www.tea.co.uk
United States League of Tea Growers — ugtrowntea.wordpress.com

References

Against the Grain / June 2014 <http://www.against-the-grain.com> 67

And They Were There

Reports of Meetings — ASA Annual Conference and 33rd Annual Charleston Conference

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Association of Subscription Agents & Intermediaries Annual Conference — “Transforming the Scholarly Landscape” —

Reported by: Anthony Watkinson (Principal Consultant, CIBER Research) <anthony.watkinson@btinternet.com>

ATG readers may not be aware that for some years now the ASA with Peter Lawson of Karger Libri at the helm and Nawin Gupta as Secretary-General (both resident in the USA) have established an international conference in England that routinely draws between 120 and 160 registrants. February is a good time for an event as it is not surrounded by other conflicting conferences and seminars: it is a boring time in London! It is also an event that, like the Charleston Conference, brings together librarians, vendors, and publishers and because of the special position of agents and intermediaries presents new perspectives on much discussed topics — see the title.

The organising committee were very fortunate in getting Y.S.Chi of Elsevier to give the keynote. It was probably easier to get him because he disclosed that for eighteen months now his base has been in London. His presentations are perhaps the best from the publishing giants, and this one was no exception. On the whole he avoided a sales pitch, but on the whole the sort of initiatives described were ones where Elsevier is in the lead. He spoke about the evolution of publishing; about what is new, what is changing, and what is staying the same. “Traditional” publishing is regarded by many outside the industry as a relic but actually the traditional functions are still required by the academic authors and readers: publishers were early into technology and are just doing their old jobs better with its help. However, publishers have now embraced new roles and it is these that he concentrated on. There is much to be done with content. His company provides augmented content, no longer just content as received — “content-based experience” is delivered and dead content becomes live (interactive) content. Publishers are also delivering solutions and tools. Users save time because the right content is being delivered at the right time and in the right context. Tools take traditional content and mix it with analytics. He faced up to big data head-on and advertised the opening up of content to text and data mining. However, readers do not know yet what they want. Elsevier is trying out business models such as freemium, agile, bundling, subscriptions (in areas where this approach is new). “Fail often but fail early” is a company motto. There was a lot more and there were some good questions and answers. A librarian suggested that the real challenge was opening up from open access. Chi projected that we are moving to a multiple-option world but insisted that someone has to pay for open.

A lot of the content of the keynote (much denser than can be recorded here) was echoed in the next session on transformation from a publishing perspective. Stephen Rhind-Tutt of Alexander Street Press led off: for him roles are becoming interchangeable. Are agents, libraries, and publishers becoming one was his question. His warning was that survival of any player is not mandatory. Eileen Welch of the New England Journal of Medicine explained how NEJM was experimenting with social media. They seemed to be a little slower than some other leading medical journals, but what they were doing showed openness to outside influences. Actually for the moment social media initiatives were concerned with reinforcing continued on page 68