

HER-CHA

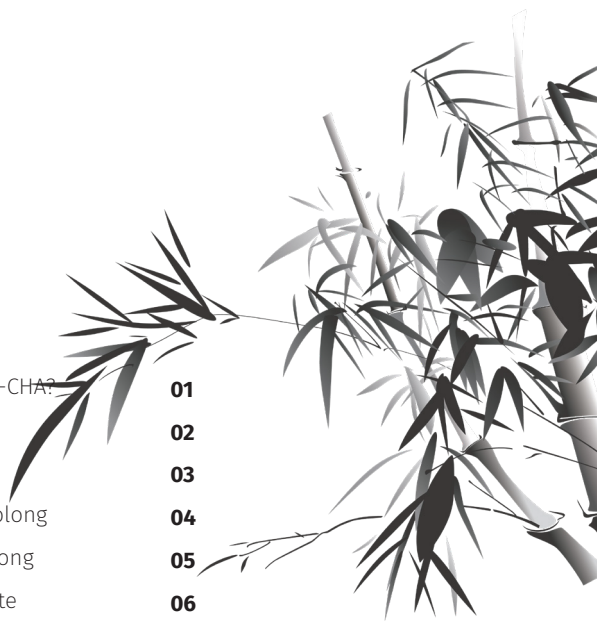
Premium Chinese Tea

和字茶庄





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Why HER-CHA?

Andy, the co-founder of HER-CHA, was first introduced to premium Chinese tea when he met his wife, Sunny. She comes from a tea-drinking Chinese family with strong connections to leading tea experts. This experience sets the benchmark of “real tea” for Andy. Now, by directly going to the artisan growers, they would like to make the same experience available to the US market with an accessible price.

There are two things HER-CHA does differently. First, HER-CHA uses small containers for your convenience. It is convenient because each jar contains 1-2 brews. It also preserves the delicate flavor and the freshness of the tea. Second, HER-CHA discounts the marketing trends of “named” premium tea and selects solely based on quality and taste profiles. After all there are only six varieties of Chinese tea: green, yellow, oolong, black, white and dark (Pu'er).

Thank you for choosing HER-CHA tea.



Hand-Plucking



Natural Withering



Pan Fixing



Tidying



Drying



60 sec
1st



45 sec
2nd



60 sec
3rd



1.5 min (+1 min)
4th-5th

“Anji White” is a unique luxury green tea originated from **Anji** in Zhejiang province. All Aji White teas are harvested from cultivation with its distinct white color buds in spring. It is also unique in its flavor profile: a creamy, sweet, and refreshing aroma ended with a hint of roasted chestnut.



There are many ways to enjoy green tea, and it highly depends on water temperature, the amount of tea, and your personal preference. Based on our experience, we recommend the below steps.

- Put 1 HER-CHA jar of green tea into the pot
- Add 1 fl. oz of purified hot water (**190°F***) (just enough to submerge the leaves)
- Enjoy the aroma of the tea
- Steep for about **60** seconds until leaves are re-hydrated
- Add another 7 fl. oz of hot water (total 1 cup)
- Steep **4-5** times

*Please do not use boiling water which will overcook the tea leaves.



After 6,500 miles of air travel from Los Angeles to Shanghai, another 380 miles to Wuyi, and 25 miles of rugged path, HER-CHA finally met the artisan tea grower who lives inside **Wuyi National Natural Reserve**. His family has been growing tea for generations. After spending a full day with them, and sharing two meals, we were honored to represent his tea in the United States.



There are many ways to enjoy black tea, and it highly depends on water temperature, the amount of tea, and your personal preference. Based on our experience, we recommend the below steps.

- Put 1 HER-CHA jar of black tea into the pot
- Add 8 fl. oz (1 cup) of purified boiling water (**212°F**)
- Steep for about **45** seconds until leaves are re-hydrated
- Steep **5-7** times

Hand-Plucking



Natural Withering



Rolling



Fermenting



Charcoal Baking



Hand-Plucking
↓
Natural Withering
↓
Rotating
↓
Pan Fixing
↓
Rolling
↓
Charcoal Baking

There are many varieties of oolong with one of them being the green oolong. However, **An'xi** tea growers create more than 4 types of aroma within this category. The locals harvest the tea when native orchid blossoms near the plants. This gives a unique floral aroma to the tea.



There are many ways to enjoy green oolong tea, and it highly depends on water temperature, the amount of tea, and your personal preference. Based on our experience, we recommend the below steps.

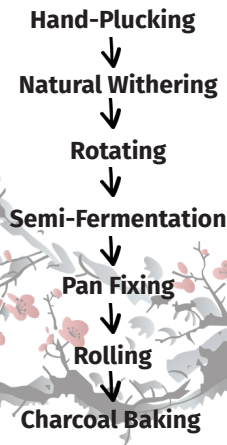
- Put 1 HER-CHA jar of green oolong into the pot
- Add 8 fl. oz (1 cup) of purified hot water (**203°F**)
- Steep for about **90** seconds until leaves are re-hydrated
- Steep **5-7** times



As a third-generation oolong grower, Chen remembers his house filled with roasted aromas of tea. When he inherited the tea mountain in **Wuyi**, he decided to refine the ancient technique of rotating and fermentation. Enjoy HER-CHA dark oolong where tradition meets innovation.

There are many ways to enjoy dark oolong tea. Based on our experience, we recommend the below steps.

- Put 1 HER-CHA jar of dark oolong tea into the pot
- Add 1 fl. oz of purified boiling water (**203°F**)
- Rinse the tea for 10 seconds and drain the pot
- Add 8 fl. oz of purified hot water (**203°F**)
- Steep for about **30** seconds until leaves are re-hydrated
- Steep **6-8** times





Wild White

Hand-Plucking
↓
Natural Withering
↓
Drying
↓
Aging



HER-CHA proudly presents to you the wild white tea coming from a small village within **Wuyi National Natural Reserve**. Only 40 residents live in this village, and access is limited to families and friends. Due to the strict environmental policies in the natural reserve, this tea gets the least human intervention from growing to processing. HER-CHA wild white is very rare in quantity and quality.

This tea ages beautifully in a cool & dry room. Depending on the environment, it develops rich and unique flavors.



As wild white tea ages, the flavor becomes milder, and the astringent taste of new tea disappears. We recommend the following steps:

- Put 1 bar of HER-CHA wild white into the pot
- Add 8 fl. oz (1 cup) of purified boiling water (**212°F**)
- Steep for about **2** minutes until leaves are re-hydrated
- Steep **8-10** times



Pu'er is the name of the region in Yunnan province. It also refers to a certain way of making dark tea. HER-CHA Pu'er from Bulang mountain offers smooth, sweet and complex flavor thanks to the old tea trees. HER-CHA Pu'er from Menghai presents earthy and moldy notes. Enjoy these teas after a meal or around the table with friends and families.



Due to the post-fermentation process, ripe Pu'er tastes earthy, vibrant, and smooth. You can steep the tea using the following steps:

- Put 1 bar of HER-CHA Pu'er into the pot
- Add 1 fl. oz of purified boiling water (**212°F**) (just enough to submerge the leaves)
- Rinse the tea for 10 seconds and drain the pot
- Add 8 fl. oz of purified boiling water (**212°F**)
- Steep for about **90** seconds until leaves are re-hydrated
- Steep **8-10** times



Hand-Plucking



Natural Withering



Light Fixing



Rolling & Drying

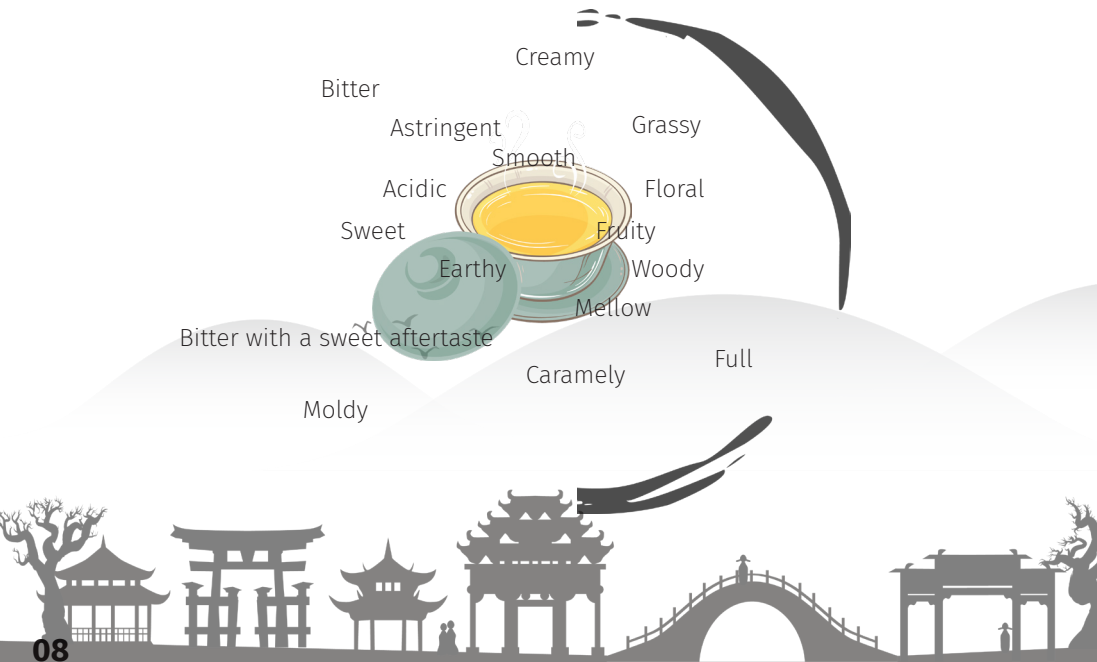


**Piling &
Post-Fermenting**



**Drying
Ripe (cooked) Cake**

Common Flavor Profiles to Describe Tea



Notes





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