TEA-BLENDING AS A FINE ART

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Tea-Blending as a Fine Art by Joseph M. Walsh

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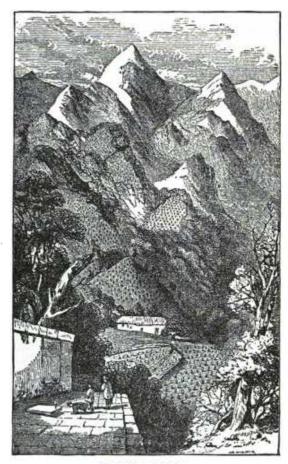
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JOSEPH M. WALSH

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TEA-BLENDING

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A FINE ART.

-BY-

JOSEPH M. WALSH,

AUTHOR OF

"TEA: ITS HISTORY AND MYSTERY."

PHILADELPHIA: HENRY T. COATES & CO. Tec 7678, 96

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(Branch of Tea Plant.)

PART I.

INTRODUCTION.

HERE is no article handled by the grocer which demands greater attention, engages more of his time, or has a more important bearing upon the success of his business than Tea, as it stands in many respects far ahead of all the other commodities in commanding and maintaining patronage, as well as in attracting and retaining trade for numerous other articles, and at the same time yielding a larger margin of profit to the dealer. Gain being the fundamental object of all business transactions, and as tea to the grocer plays such an essential part in determining this profit, we may be excused if, in considering the article from a purely practical standpoint, we urge the relation which it has to the success of the dealer, and who, as a general rule, experiences much more difficulty in the judicious selection of his Tea than in any other staple he trades in. The cause of this difficulty is obvious to dealers in Tea in general, being entirely due to the numerous varieties and almost innumerable grades, flavors and characters of the commodity with which he is confronted and to be selected from in order to satisfy the diversity of tastes and various preferences to be catered to in order to please each individual taste and preference. It therefore requires no ordinary skill or brief experience to make the proper selection or combination to suit the consumer under these trying circumstances.

The acquisition of such skill or knowledge, for all practical purposes, is not, however, quite as difficult as is supposed by many dealers, it being fairly obtained by an intelligent study of the leading varieties and grades most in demand in the country or section of consumption, in addition to a few simple and inexpensive experiments by the dealer in order to familiarize himself with the leading characters and values of the different varieties, grades and flavors of the Teas best adapted to each particular class or section of the country in which he may be doing business. Little is known, comparatively, in this country particularly, of the art or principle of blending or "mixing" of Teas. The American dealer and consumer alike being averse to the practice as a general rule, regarding it as about on a parity with the other too numerous forms of adulteration and sophistication now in vogue, not only in the countries of consumption, but also in those of production. Such objections, however, are entirely erroneous, as it is an acknowledged fact that a combination of different varieties of wheat make better flour, the same being true of coffee and many other staples of diet and drink, so that the practice of blending Teas for the consumer, if properly understood and skillfully and judiciously performed, would prove a more satisfactory one to the consumer, and at the same time a more profitable one to the dealer. The object of blending being, not as the Tea-using public imagines to lower the standard or reduce the cost at the expense of quality, but to produce a measurably better Tea and obtain a fuller and heavier liquor in addition to a much finer and more desirable flavor than that yielded by any single variety when used alone. A Tea, in short, giving better satisfaction to the consumer at a more moderate price, and at the same time allowing a