



TEA BLENDING, ADDING LAVENDER TO YOUR TEAS PACKAGING & LABELING

With Angela McDonald
Owner of Oregon Tea Traders

A Little Bit About Me



OREGON
TEA
TRADERS

Owner of Oregon Tea
Traders since 2011
www.oregonteatraders.com



Full time mom to 2 wild kids



THE
United States League
OF Tea Growers

President of the USLTG since 2019
www.usteagrowers.com

What is Tea?

Technically...

Tea is an infusion of the leaves
from the *Camellia Sinensis* plant

Black, Green, White,
Yellow, Oolong, Puerh Tea



Herbal Teas (also called Tisanes)
are an infusion of any edible plant
matter (including lavender)



Other “Teas”



Yerba Mate, Guayusa, Yaupon

Varieties of the *Ilex* (holly) plant
that naturally contain caffeine
and are consumed like tea but are
unrelated to the *camellia sinensis*
plant

Rooibos

An herb from South Africa which
is naturally caffeine free and
brews into a bright red color.



Tea Blending Primer

- Build flavors like you would build a house
 - Foundation – A background flavor that holds stronger flavors up
 - The main walls – What you will see (or in this case taste) upfront
 - Decoration – Make it visually appealing
 - Make it taste good! Its easy to fool people once, but one off purchases rarely make a business successful



Not Sure Where To Start?

- Do your research!
 - Think about what lavender teas you have had. Look at them. Which is the primary ingredient?
 - Buy random teas from the store and taste them. Open the bags or examine the leaves and see if you can identify the ingredients. Look at labels.
 - Start with an ingredient and build from there
- Experiment, experiment, experiment!! (and take notes)
- Good Bases to start with (foundations)
 - Black Tea, Chamomile, Lemon Balm, Lemon Myrtle, Rooibos
 - Green and white tea – but be careful

Make sure your flavors aren't conflicting



Using Lavender in Teas

- Lavender can easily overpower, so be careful how you blend
- Some classic favorites:
 - Lavender Earl Grey
 - Chamomile Lavender

OR....

Think outside the box!



Some Unique Combinations

- Oregon Rain – Lemon Balm, Lavender, Rosemary and Spearmint
- Willamette Sunset – Marshmallow Root, Hyssop, Lavender, Spearmint
- Lavender Jasmine White Tea

Pair lavender with other flavors

Blueberry
Vanilla
Rooibos
Cucumber
Bergamot

Rose
Lemon
Mint
Lemongrass
Peach
And many more....

Using fruit flavors?

- Here's a secret.....
- Fruit teas are flavored with flavorings



Use Locally Grown Herbs

- **The more local the better**
 - Local food movement taking steam
 - Grow other herbs on your farm or get some from a neighboring farm
- Look for herbs that grow in your area
- For Example:

Lemon Balm
Lemongrass
Rosemary
Sage
Spearmint
Peppermint
Rose Hips
Marshmallow Root

Chamomile
Hyssop
Burdock Root
Tarragon
Echinacea
Nettle
Uva Ursi
Conifer Needles

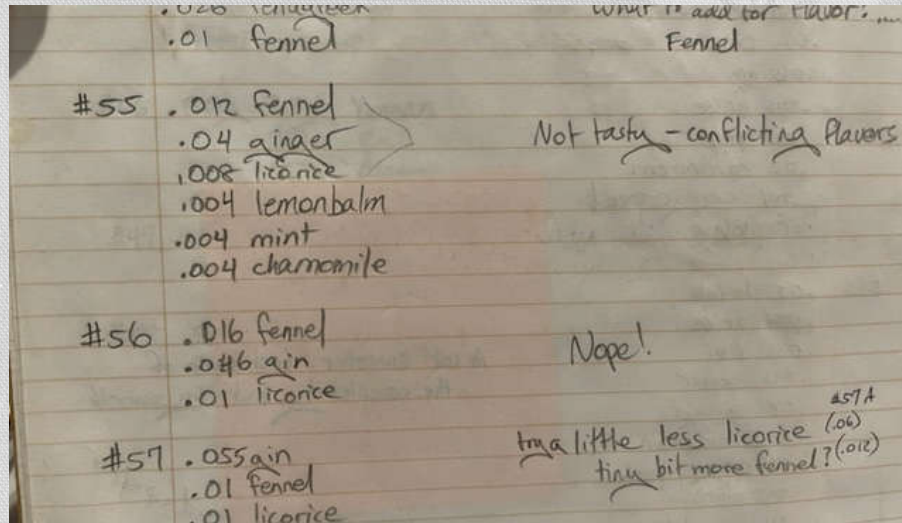
Clary Sage
Catnip
Calendula
Raspberry Leaf
Lemon Myrtle
And many more....

Tips for Blending

- **Take Notes!**
 - There is nothing like making an amazing tea and then not being able to replicate it.
- Measure in weight not volume
Use a good scale that can weigh 2-3 decimal places out
- Make small test batches but not too small
- Be aware of the changing quality of herbs
- Think about the availability of the ingredients you are using



Make notes easy (and in pencil)



Where do I get these supplies??

Teas and herbs
 Oregon Tea Traders
www.oregonteatraders.com

Packaging Supplies
 Sav-on Bags
 Specialty Bottle

Packaging Your Tea

- First decide what your goal is!
 - 1.) Sell only at my farmstand
 - Don't worry about fancy labels and barcodes. Just create something that is similar to your other packages and is simple but attractive.
 - 2.) Sell to other stores
 - Your packaging must stand out.
 - Barcodes will help you get picked up by stores
 - Make sure you follow the FDA guidelines
- A note about printing....don't print 10,000 labels at once!

Simple in-house packaging

- Zip bags with labels
 - Dymo printer – easy, cheap labels
 - Customizable, print on demand
 - Only black and white, available in a variety of sizes.
- Printable stickers – Laser printer better in case water gets on them
- Loose leaf vs. bags
 - Press and brew bags – Make your own tea bags
 - Convenient but very labor intensive – Only practical on small scale

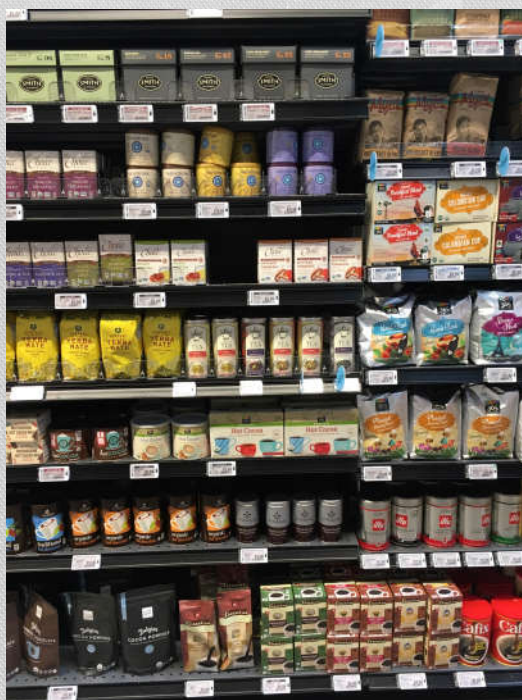
Examples



Where is my tea?

What makes my tea stand out?

Why would someone pick my tea over the one next to it?



FDA Labeling Guidelines

<https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide>

Some important takeaways

PDP – Primary Display Panel

Weight in Ounces and Grams

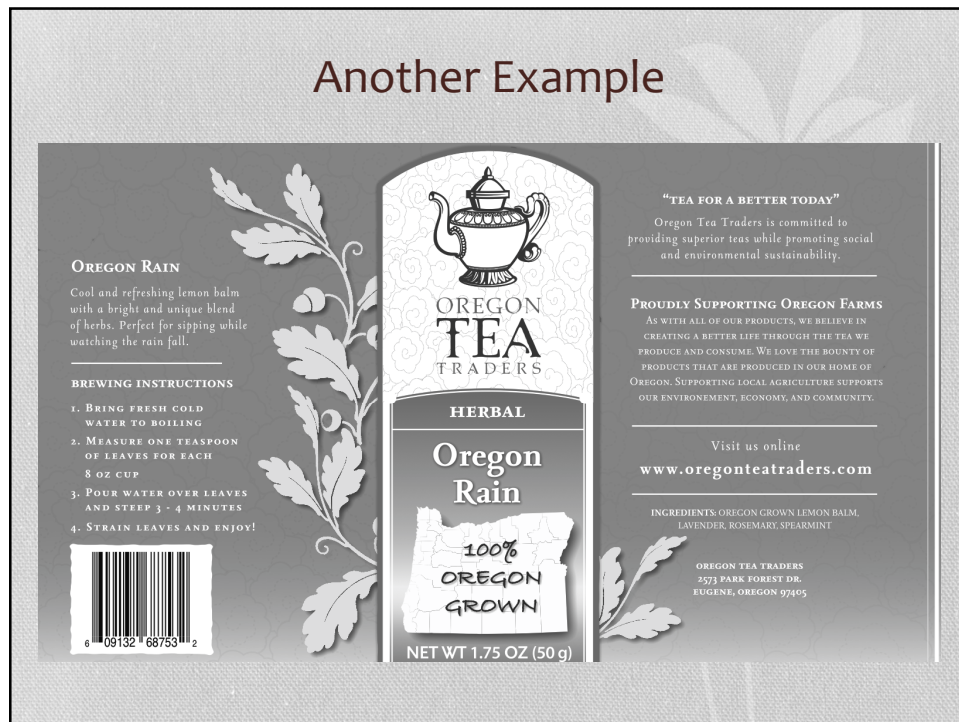
Ingredients – Listed by weight

List any Allergens

Packaging Layout – It Matters!



Another Example



Health Claims?

Be very very careful!
My policy is to avoid any health claims all together

The FDA does not approve health claims unless backed up by significant recognized research. Writing it on any product is a liability



Happy Blending!

Feel free to reach out with questions.

angela@oregonteatraders.com

www.oregonteatraders.com