



# PURE TEA DELIGHT IN EVERY CUP

*#TimeForFairTea*





# DRINKING TEA IS THE FINE ART OF LEAVING THE DAILY ROUTINE BEHIND

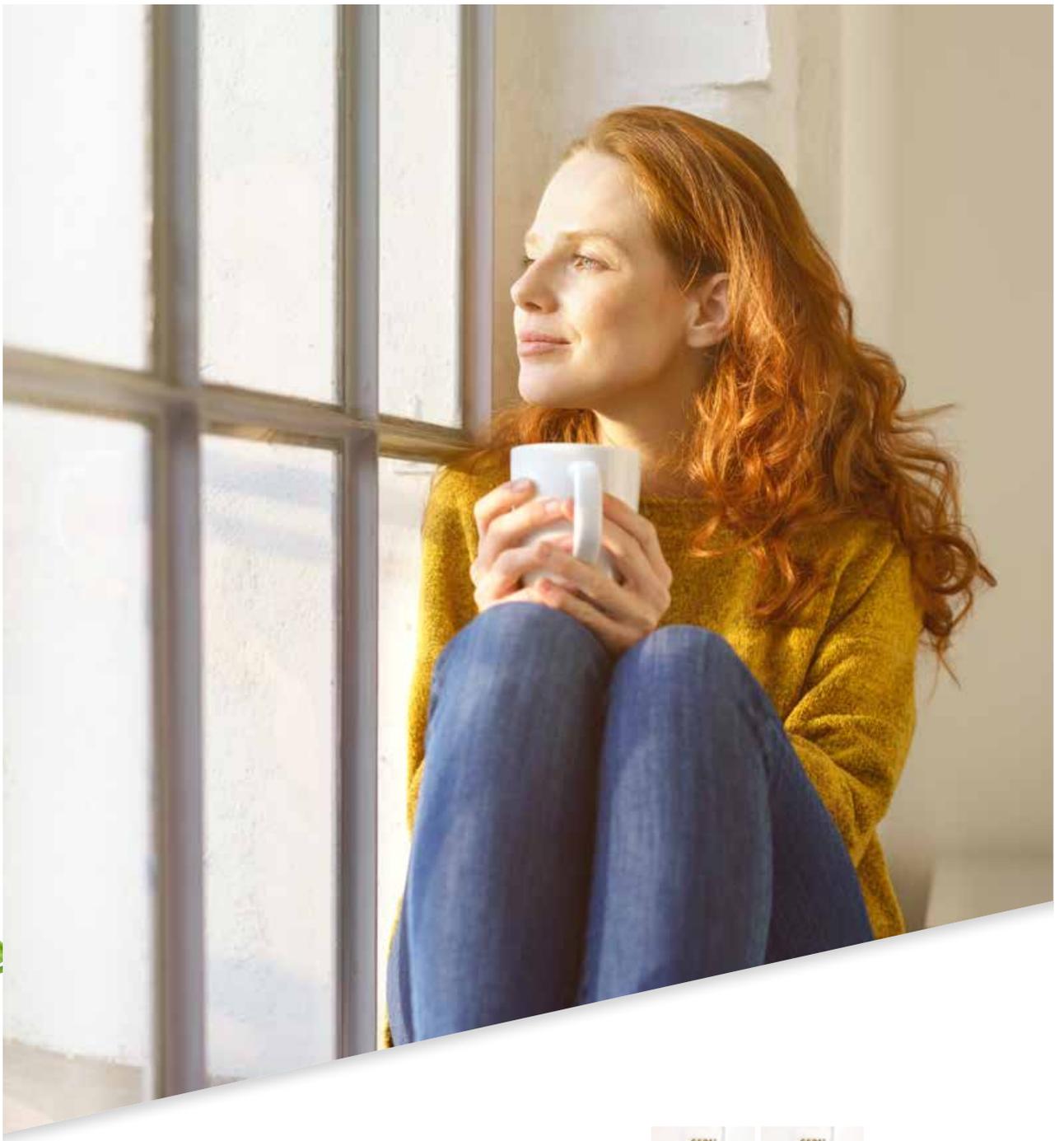
Time and again it is a special moment when carefully dried tea leaves are brewed and unfold their fine aromas. Scent and warmth caress our senses and allow our body and soul to rest. Such tea breaks are balm in everyday life and wellness in its purest form.

It's in moments like these that it is understandable why the preparation of tea has been sumptuously celebrated for centuries in many countries. Because it is not only about a perfected delight but also about a true ritual that provides inner balance and stability. Elegant Darjeeling, flowery Green Tea or strong Assam, mild Rooibos, spicy herbal teas or crisp fruit tea: GEPA's range of teas is as diverse as the partners with whom we cooperate all over the world.

So, lean back with a good cup of tea and let us tell you about it...



*GEPA also offers practical tea bags so that you can always take a fair break. An aroma protecting foil – made from certified wood pulp, combined with paper – protects their quality far better than mere paper.*



*Just a quick wellness moment or a delightful ceremony?  
GEPA serves tea for all circumstances. They are all from the leaf  
to the brewing process fair and natural in organic quality.*



# A PLEASANT REST FOR BODY AND SOUL



**Vitalising ginger, relaxing liquorice, comforting lavender: Ancient knowledge about herbs inspired us during the composition of our wellness line.**

Centuries ago it was already discovered that herbs, spices and fruits can also be brewed to produce supremely aromatic teas. And more than that: It was found that many have special properties that positively influence the physical, spiritual and mental well-being, because essential oils unfold during steeping in the cup.

While lemon balm, camomile and lavender are pleasantly soothing, liquorice and hop provide blissful relaxation, whereas ginger and black pepper stimulate the tired mind with their fine spiciness. But the ingredients' quality is decisive.

Therefore, our partners grow their herbs and spices in harmony with nature. Gentle drying preserves its delicious flavours and valuable ingredients. Thus, you can enjoy real wellness teas that live up to their name.

*GEPA has accompanied the creation of one of the first organic tea gardens in Darjeeling. Nowadays all our teas carry the organic logo or additionally the Naturland label. Even the filaments for our tea bags are made from organic cotton.*



*Relaxation, happiness, energy, balance or the inspiration provided by an exotic Chai:*

# WHAT DO YOU NEED SO THAT BODY AND SOUL CAN TAKE A DEEP BREATH?



100 °C  
3 – 10 min.

Always brew herbal and spice teas with bubbling boiling water. Only then you will have a safe food item.

20 20 tea bags  
à 1,5g or 1,7g

*GEPA Wellness Teas are created from aromatic organic herbs and spices. Every box contains 20 practical tea bags for exactly those feel-good moments that you are longing for.*

## GEPA WELLNESS TEA

### Relax

#### Relaxes with the pure power of flowers

Camomile, lavender, lemon balm and sage are a real dream team. Harmonically refined with valerian and hop it is a beneficial tea that lets you come to rest.

### Enjoy

#### Delights the senses with precious spices

Thanks to its lovely character Rooibos is wonderfully suited for refinement. Real bourbon vanilla, liquorice and cinnamon provide a zesty flavour, apple and lemon myrtle add their fruity freshness.

### Power

#### Vitalises with its aromatic diversity

Thanks to the interplay of aromas herbal tea is a stimulating delight. Ginger and black pepper add their mild spiciness, cinnamon, fennel and liquorice their sweeter notes.

### Balance

#### Harmonises with mild herbs

Piquant star anise, fresh peppermint, mild fennel and sweet liquorice: aromatic contrasts deliciously provide inner balance and stability.

### Chai

#### Inspires with exotic aromas

Masala Chai has got tradition in India. Its name stands for the refined blend of black tea and spices like cardamom, cinnamon, clove, ginger and black pepper.



*Aromatic herbs grow under Egypt's sun.*

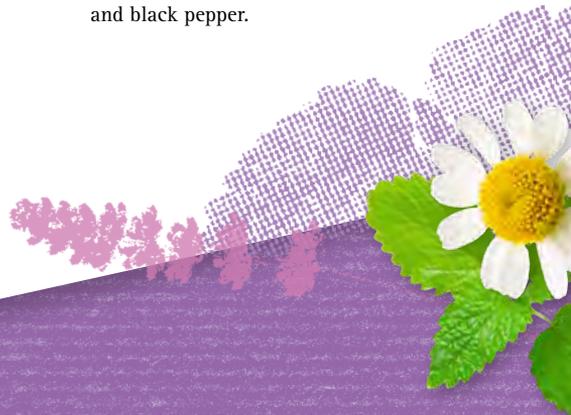


## EGYPT'S DESERT IN NEW BLOOM THANKS TO SEKEM

**Ecological methods have turned arid desert areas into fertile land in only 18 months. This was proven by the small farmers of our partner Sekem in Egypt.**

Only a few years ago agriculture was concentrated especially on the Nile delta. Now aromatic herbs are cultivated in the newly created oasis just like in the

times of the pharaohs. Even the processing of the harvest is mainly done on-site. This has created new workplaces that are appropriately paid thanks to Fair Trade. Especially women are provided with the opportunity to shape their future. At the same time the whole region benefits from the investments in education and infrastructure that are possible thanks to Fair Trade.



# VITALISING DELIGHTS FROM THE BEST TEA GARDENS IN THE WORLD

Darjeeling, Assam and Ceylon are great names that stand for unique tea quality amongst connoisseurs and savourers. For a good reason: The demanding bushes thrive best in altitudes between 500 and 2000 metres and require regular precipitation. These conditions can be found in the North of India and the green island of Sri Lanka.

*Tea constitutes  
the livelihood  
of small farmers  
in Sri Lanka.*



Until today big hierarchically organised plantations dominate the picture in those regions and are a reminder of colonial times. But thanks to the commitment of Tea Promoters India (TPI) there is a change going on. Thirty years ago, GEPA's partner changed to ecological cultivation in one of the first tea gardens in Darjeeling in India. Since then many have followed its good example. The participation of tea workers turned into a role model for all Fair Trade tea gardens.

In harmony with nature they not only harvest fantastic tea, but also secure their future with ecological methods in times of climate change.

The challenges are also present at the Small Organic Farmers' Association (SOFA) every single day. The cooperative regularly provides young tea bushes to their small farmers in the highlands of Sri Lanka. They are planted in order to compensate for low harvests in times of little rain and simultaneously protect the ground from erosion when there are heavy rains. Hedges along the tea gardens or mulch around the shrubs are further measures with which SOFA adapts to the changes. The additional income from Fair Trade makes such investments possible.



## FAMOUS CLASSICS



20 tea bags  
à 2 g

Loose tea  
100 g



20 tea bags  
à 2 g



20 tea bags  
à 2 g

Loose tea  
100 g

### Darjeeling Black Tea

Black tea from Darjeeling enjoys a unique reputation. After harvesting it is fermented and gently dried so that it can unfold its special aroma in the cup.

Elegant black tea with a rough note and bloomy fresh nuances.



### Darjeeling White Tea

For white tea the delicate leaves are refined with the tea shrub's spring buds. The result is an aromatic speciality that is prepared with hot, but not boiling water.

Fine white tea with floral bouquet and a golden colour.

### Ceylon Black Tea

Ceylon, the old name for Sri Lanka, promises highest quality. The small famers of SOFA pick the delicate tea leaves by hand and refine them with greatest care.

Full-bodied black tea with typical malty accents.



The tea garden Samabeong is the first tea garden that is led by a woman.



Gautam and Binod Mohan



### Changing tea cultivation

Brij Mohan is regarded as the revolutionary of tea cultivation in North India. Many years ago, he founded a family business that has since then shown how conventional plantations can be turned into ecological tea gardens. His son Binod and his grandson Gautam successfully continue with this tradition.

And much more: Tea Promoters India (TPI) has introduced social standards that apply for all the employees in cultivation, harvest and the tea factory. Many people have hence access to better living conditions, education and appropriate income.

## BLACK TEAS WITH A UNIQUE NOTE



In the creation of our Fair Trade tea varieties we use the know-how of our partners from India, Sri Lanka, China, Vietnam and other tea regions.



 Loose tea  
100 g



 20 tea bags  
à 1,7 g



 Loose tea  
100 g



 Loose tea  
100 g

### Assam Black Tea

Assam Tea authentically reflects the unique character of its Indian homeland. Big leaves with a strong aroma grow in the tropical climate.

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Expressive black tea with a pleasant vitalising zest.

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### Earl Grey Black Tea

Traditionally Earl Grey is refined with bergamot oil. This is how it receives its fine dry note, which is contrasted by the smack of orange with its fruity freshness.

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Crisp black tea, best with some cream and rock candy.

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### Chai Traditional

In India there are many delicious recipes for Chai. Our favourite blend derives its exceptional spiciness from ginger and cinnamon and can perfectly well be prepared as “Chai Latte” with milk.

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Traditional black tea blend with exotic spices.

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### Black Tea Classic

In India, Vietnam and China there are many different black teas. With great ability we create a harmonious and delicate blend with them.

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Malty mild black tea with pleasantly tangy notes.

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Popular teas  
for every day



 20 tea bags  
à 2 g

 Loose tea  
250 g



 20 tea bags  
à 2 g

 Loose tea  
250 g

### East Frisian Blend

We create those teas from Indian and Vietnamese black teas. This results in a strong blend just like it is popular in the far North.

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Aromatic black tea, classically with brown sugar and cream.

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# GEPA GREEN TEA



*In India, Vietnam and all around the world tea leaves for GEPA are still hand-picked.*

Fair Trade improves the situation of many people. They receive appropriate wages for cultivation, harvest, processing and packaging that they can live on well.

Additionally, it allows investments into the future like for example schools. The Brij Mohan Highschool in the tea garden Samabeong was the first project that TPI implemented with the support of GEPA: Furthermore, a guest house was created and provides additional income to the region thanks to tourism.



20 tea bags  
à 2 g



Loose tea  
100 g



20 tea bags  
à 2 g



Loose tea  
100 g

## Darjeeling Green Tea

Teas from Darjeeling have the same origin but are nonetheless very different. Because in contrast to black tea the delicate tea leaves for green tea are not fermented.

Delicate green tea with refreshing character.

## Ceylon Green Tea

In order to produce a first-class green tea, it all depends on the right processing. Directly after harvest the hand-picked tea leaves are dried particularly gently.

Aromatic green tea with a pleasantly mild taste.

## Green Tea Blend

Every green tea has, depending on its origin, a distinct character. Indian, Vietnamese and Chinese tea leaves complement each other in a blend that is particularly rich in nuances.

Harmonious green tea with flowery freshness and light green colour.



20 tea bags  
à 1,5 g

## Jasmine Green Tea

For an authentic "Moli Hua Cha" the delicate tea leaves are mixed for one night with the buds of jasmine. What remains after sieving is its exceptional bouquet.

Fine green tea speciality with the fragrance of jasmine.



20 tea bags  
à 2 g

Loose tea  
250 g

*GEPA teas are fair from the cultivation to the brewing and show our great partners' skills.*



# REAL RARITIES FOR A VERY SPECIAL TASTE EXPERIENCE

Tea connoisseurs recognise excellent quality not only by the cultivation area. The time of harvest, the leaves' texture and the careful processing are also decisive. Our partners know that from their long experience. They show their unique know-how with three true rarities.

In order to highlight the inner values of our exquisite GEPA premium teas, we have designed a packaging that is equally exceptional. Time and again it can be filled with tea or other beautiful things and is at the same time a wonderful example for the comprehensive effects of Fair Trade.

The stylish and well-shaped tea box was designed by Mahima Mehra in close cooperation with GEPA. Now it is produced, printed and folded in her paper manufactory in Delhi. This is also one method to leave the creation of value mostly on site and let as many people as possible participate in it.



# FINEST GEPA TEA RARITIES



Hand-made paper, produced in India



## Darjeeling First Flush

First Flush is the very first picking, which takes place between February and April. At no other time tea leaves are more delicate and finer than at this time of the year.

Mild black tea with flowery fresh nuances.

## White Tea Darjeeling

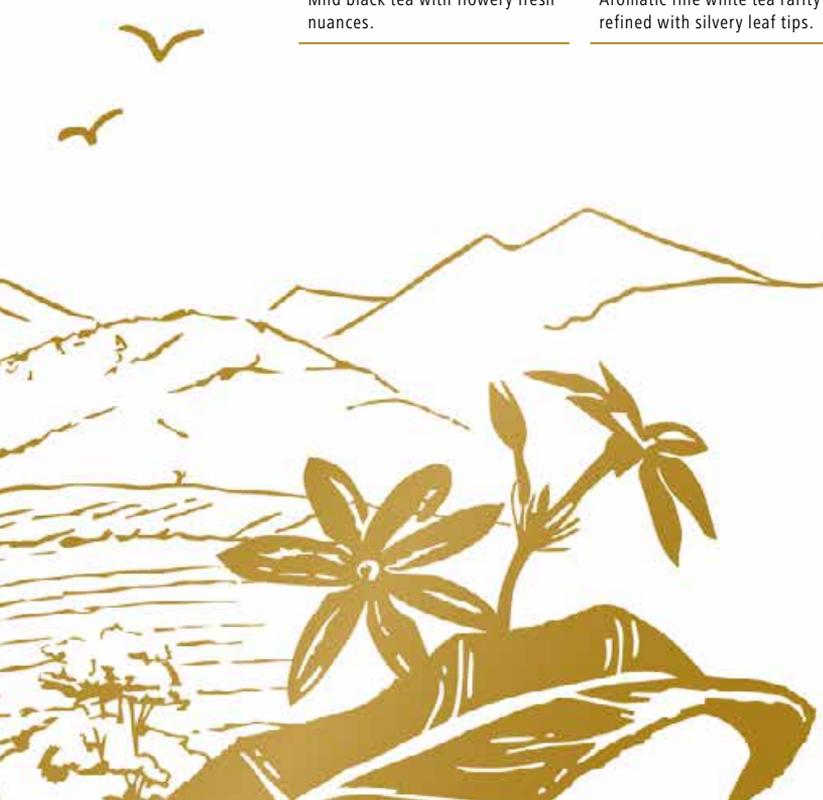
White Tea is one of the most valuable teas in the world. Just the upper two small leaves of the tea bud are hand-picked and provide a particularly fine delight.

Aromatic fine white tea rarity refined with silvery leaf tips.

## Jasmine Green Tea

“Moli Hua Cha” is the name of a green tea in China that adopts an incomparable bouquet of jasmine in just one night. Every flower is strained out the next morning by hand.

Elegant fragrant green tea speciality with a soft-green colour in the cup.



*With great ability pickers harvest at times just the buds or sometimes the leaves for our exquisite premium teas.*



# GEPA sets things in motion! The pioneers of Fair Trade.



## + Fair from the leaf to the brewing

Our entire delivery chain is transparent and traceable from the cultivation to the processing. We know exactly where our tea comes from and we cultivate close relationships with our partners.

## + 100% organic

## + tea range without aromatic additives



No aromatic additives.

## + aroma protecting foil for an intensive flavour

The foil ensures that all the good ingredients remain in the tea envelope and tea bag. Moreover, it prevents foreign matter to enter, thus the pure flavour is preserved for a long time.

## + tea envelope is compostable, and certified according to EN13432



Tea envelope compostable.

## + tea bags with organic cotton filaments

## + Added value on site:

- participation & advancement of women
- courses in ecological agriculture
- creation of nurseries and schools
- future for young people with education, training and work perspectives
- work places from cultivation to filling
- improvement of living conditions
- promotion of ecological projects

# #TimeForFairTea



*All loose GEPA teas in 100 g or 250 g bags are filled by hand with great care.*

## BEING A PIONEER MEANS TO LEAD BY BEST EXAMPLE

**GEPA is a pioneer in Fair Trade and sees its task as a global responsibility.** On the one hand, we create new perspectives for small farmers in the countries in the South by marketing excellent products at appropriate prices. On the other hand, we involve disadvantaged partners here in Germany and let them be part of a world-wide value-added chain. Like this more and more people benefit from Fair Trade.

**Martinshof in Bremen is a good example:** The acknowledged workshop for disabled people has packaged many loose teas for us by hand since 2003, for example the Assam Black Tea. More than 36 staff members are now busy all-year with filling and packaging. Martinshof allows its workers to participate in work life. They can all contribute meaningfully with their capacities in the manufacturing process.



# FRESH DIVERSITY FROM THE TREASURE CHAMBERS OF NATURE

Hibiscus, peppermint and camomile from Egypt's desert, star anise and ginger from the most remote corners of Vietnam: The stories of our herbal teas and fruit teas tell of small farmers, who have found their way into the global market as by a miracle.

It is also almost a miracle that Rooibos only grows in the South African Cedar Mountains. No other place in the world seems to satisfy its demands regarding soil and climate. For Wupperthal Original Rooibos Co-operative (WORC) it is both an opportunity and challenge. Because the small farmers must prevail against the corporations that market the popular herbal tea at large scale.

They manage to assert themselves by holding on to their old traditions: While the harvest in conventional plantations is mechanized, the GEPA partners continue to cut their bushes with a sickle.

This care is reflected in their tea's quality, which they themselves ferment, dry and prepare for transport. These work stages have created many workplaces that make life in a region threatened with rural flight possible and attractive again.





## GEPA HERBAL AND FRUIT TEAS



20 20 tea bags  
à 1,7 g

### Peppermint Tea

Thanks to gentle drying the Egyptian peppermint preserves its valuable essential oils. In the cup they unfold their stimulating effects for body and mind.

Vitalising herbal tea with an intensive zest.



20 20 tea bags  
à 1,7 g

### Fennel Tea

Already in ancient times fennel was known as a valuable medicinal herb. Until today we treasure it because of its calming properties as a mild home remedy.

Mild herbal tea with a mild sweet flavour.



20 20 tea bags  
à 1,5 g

### Camomile Tea

The golden-yellow flowers of the real camomile are a real feast for the eyes. Its mild tea has been used for a long time to find relaxation for the stomach and nerves.

Aromatic herbal tea with a tangy note.



20 20 tea bags  
à 2 g

### Fruit Blend Tea

When gently dried hibiscus flowers, apple pieces, rosehips and berries are blended the result is an especially succulent tea with an intensive red colour.

Vitalising fruity fruit tea blend.



20 20 tea bags  
à 1,7 g

### Herbal tea

Camomile, peppermint, fennel and many other herbs promise pleasant tea delight. Under the Egyptian sun they unfold their special richness in aromas.

Full-bodied herbal tea with fresh accents.



20 20 tea bags  
à 2 g

### Rooibos Tea

South Africa's national beverage is free from caffeine and provides mild tea delight. Thanks to natural fermentation it receives its pleasant mild character.

Mild Rooibos tea with typical fine taste.



20 20 tea bags  
à 1,5 g

### Ginger Lemon Grass Tea

The essential oils of ginger give beneficial warmth to body, mind and soul, lemon grass provides the fruity-fresh notes.

Tangy fresh herbal tea with a pleasant spiciness.

Traditionally harvested

Besondere Spezialität





# ORGANIC & FAIR PREPARES THE GROUND FOR THE FUTURE

As a pioneer and vanguard GEPA has been committed to ensuring that Fair Trade and ecological cultivation go hand in hand.

Because organic quality not only provides for better prices. But the term organic also stands for the renunciation to GM technology and for the sustainable use of our resources. Thus, the ground is prepared for the future of small farmers and the generations that will follow them. As early as in 1987 we imported the world-wide first organic tea in Fair Trade.

We are proud that by now all GEPA teas are organically certified or additionally carry the Naturland label. Important impulses were given by our partner Tea Promoters India (TPI), with whom we established the first fair and ecological tea garden in Darjeeling thirty years ago. Pioneers are also our small farmers from Sekem, who make Egypt's desert fertile again by means of ecological methods. And equally inspiring is the way, with which the Small Organic Farmers' Association in Sri Lanka braces itself for the challenges of climate change.

GEPA supports this valuable work by promoting change, offering courses in organic agriculture and supporting the implementation of ecological and social projects with Fair Trade premiums.

**At the same time, we make sure that our products are completely eco-friendly.** Thus, we use organic cotton filaments for tea bags and an aroma protecting foil made of predominantly renewable raw materials. Furthermore, our premium teas are packaged in hand-made boxes made from recycled cotton rests.

*All our GEPA teas carry the European organic logo. Moreover, many are certified according to the strict principles of Naturland.*





## YOUR PERSONAL TEA CEREMONY CAN BEGIN

**You can have the best tea in hands, but only the right preparation will turn it into the perfect delight.** If your tap water is particularly hard, you should filter it before boiling. Then dose the desired amount of tea with a measuring spoon in a sufficiently big tea filter so that the leaves can optimally unfold their aroma.

**Black, fruit and herbal teas** are brewed with boiling water, whereas for **green and white tea**, the water may not

exceed 70°C and 80°C temperature since these sensitive varieties might become bitter.

**The right steeping time is indicated on the package of your GEPA tea.**

With stimulating varieties, the steeping time is usually two to three minutes. Herbal and fruit teas, however, require a few minutes more and can also steep longer than indicated for a more intensive taste.

*Tea leaves require as much space as possible to unfold their character. Preparation in an open pot, from which leaves are strained after steeping, or in a French Press is ideal.*

## # TimeForFairTea

There is always time for a good cup of tea. Our new range provides the highest delight and is at the same time **fair from the leaf to the brewing**. Discover our stimulating classics and exciting new creations for your very personal rest from everyday life. And if you are interested in the stories about their origins just go to

**www.gepa.de** and **www.gepa.de/timeforfairtea** to learn more.



**GEPA – The Fair Trade Company**  
GEPA-Weg 1, 42327 Wuppertal  
www.gepa.de, info@gepa.de

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