



LA VIA DEL TÈ

FIRENZE

DAL 1961



HOTEL, RESTAURANT & CAFÈ
PREMIUM

Founded in 1961 from the initiative of Alfredo Carrai, **La Via del Tè** redefines tea as a contemporary experience, proposing a standard of service that combines the product quality to love for details peculiar to the Florentine tradition of craftsmen.

The product lines are designed to meet the various needs of HoReCa sector, offering solutions aesthetically elegant for Breakfast, spa, in-room amenities, restaurants, lounge bar, historic cafes and tea rooms.

*Tea is a beverage of tranquility,
comfort and refinement*

Arthur Grey, British writer





LA VIA DEL TÈ
FIRENZE
dal 1961

LA VIA DEL TÈ
FIRENZE
dal 1961
Darjeeling
Margaret's Hope

LA VIA DEL TÈ
FIRENZE
dal 1961
Ceylon
Grand Jardin

LA VIA DEL TÈ
FIRENZE
dal 1961
English
Breakfast



Tea is the second most drunk beverage in the world after water, and preparing and serving tea, is an art.

The ancient origins, the different terroirs, the harvests and expertise processing, characterize tea as a gourmet product similar to wine, chocolate, grand cru coffee.

Correctly prepared, whole leaf tea reveals its essence: a sensory world of flavors and aromas of infinite nuances.

La Via del Tè suggests two different ways to offer whole leaf tea: loose – to be displayed in the canisters and freshly prepared – and the elegant **Filtrofoglia** single dose tea pouch.



In 1904 Thomas Sullivan, an American tea merchant, invented the first single-portion tea bag: tea leaves enclosed in a little bag, made first of silk and later of cotton muslin. With the advent of the paper tea bag industry, between the years 30 and 40 of the '900, the whole-leaf tea fell out of use, in favor of the broken grades, which even out the taste and strength of the beverage at the expense of quality.

To join the convenience of the individual tea bag without sacrificing the quality of the very best whole-leaf tea,

La Via del Tè proposes the tea pouch **Filtrofoglia**: a small treasure of tea, fruit, herbs and spices, enclosed in a handstitched bag.

Practicality, innovation and quality in two collections:

Filtrofoglia Prestige in transparent, silk-like fabric and

Filtrofoglia Colonial in cotton muslin.

filtrofoglia



LA VIA DEL TÈ
FIRENZE
DAL 1974

filtrifoglia
PRESTIGE



Filtrofoglia **PRESTIGE**

A selection of 14 top-sellers: classic teas, blends, fruit tea blends and herbal teas.

The best crops and the masterful creations of our tea-blenders to be displayed in the wooden case on the buffet, on the bar counter, on the restaurant trolley, in the suites or in the spa.

Each Filtrofoglia is enclosed in a stayfresh aluminium sachet, with a multilingual product description.

The essence of tea enclosed in a transparent casket.





CS42 Darjeeling TGFOP



Indian black tea from Darjeeling area, literally "Land of thunderbolts". High grown, it is regarded as the "champagne" among teas.

CS47 Ceylon OP1



Orange Pekoe black tea from Ceylon, with soft and full taste. An elegant tea for afternoon or for breakfast.

CS43 Earl Grey imperiale



High quality Darjeeling black tea enriched by best Calabrian bergamot. Full flavor, extremely fragrant fruity aroma.

CS48 English Breakfast



Traditional blend of broken black teas, strong and full-bodied, ideal for breakfast with a dash of milk.

CS44 Sogno d'Amore Fruit Tea Blend



Hibiscus, hip rose, orange peel, raisins, elderberry, apple, pieces of peach, apricot and pear, cornflower, flavours. No caffeine, sweet fruity taste.

CS49 Rosa d'Inverno



Blend of Japanese green tea and Chinese black rose-flavoured tea, enriched by rose buds and sunflower petals. Sweet and fruity flavour of peach and apricot.

CS45 Special Jasmine



A traditional Chinese specialty: green tea, scented naturally with fresh Jasmine flowers. Delicate flavour, sweet longlasting aroma.

CS50 Bancha Fiorito



Highly fragrant blend of Japanese green tea and Chinese jasmine green tea. Fruity, fresh flavour, longlasting aftertaste.

CS46 Special Gunpowder



The most widely-drunk Chinese green tea in the world, combining a fresh, light flavour with its healthy properties.

CS51 Marrakech Mint Tea



Traditional blend of Chinese Gunpowder green tea and Nanah Moroccan. Sweet aroma and full flavour. The perfect tea for all travelers.

CS52 Wild Berries Fruit Tea Blend



This creation of hibiscus, rosehips and fruit pieces, is perfect both hot or iced. Caffeine free, suitable at any time of the day, with a strong fruity flavour.

CS57 Mint



Well balanced blend of Peppermint and Sweet Mint, popular herbs appreciated as digestive and cold remedies. A perfect after meal tisane.



CS53 Pai Mu Tan



An absolute speciality: Chinese "White Peony" tea. A spring white tea made up of young leaves and buds. Smooth taste, floral aroma with honey-like notes. rounded flavour.

CS58 Il Sogno di Michelangelo



Blend of Oolong tea, cornflowers, sunflowers and safflower petals, pine kernels and raisin with sweet aroma of chestnut and cream. A tribute to the Tuscan genius and the Renaissance.



CS54 "Relaxing" Herbal Tea



A blend of herbs of renowned calming and mellowing qualities: camomile, orange flower, linden, hops, mint and passionflower are among the principal ingredients.

CS59 Appuntamento sul Ponte Vecchio



Romantic blend of green teas with sweet fruity strawberry taste, dedicated to the Florence's symbol old bridge, destination of lovers from all over the world.



CS55 Fennel - Licorice



Fennel seeds of well-known digestive properties join the licorice root in this mild, soft herbal blend.

CS60 Rajasthan



A sumptuous blend of black tea and spices, inspired by an Indian traditional recipe. It is a perfect after-meal tea, great with sugar and milk.



CS56 Camomile



Whole flower heads of Matricaria Chamomilla: the plant is known since ancient times for its calming and soothing properties. Sweet, applelike taste.



CS61 Rooibos Cape Town



A mild blend of Rooibos, rose petals, mallow and sunflower, with sweet and intense aroma of crème caramel. Caffeine free, it is the perfect anytime drink.



Accessories *filtrifoglia* PRESTIGE

LV37



PR1



The elegant teabag -holder adds an extra touch of elegance to the service. A legendary poem will accompany the guest along the tea route, "la via del tè".

LV36



LV42

The fine porcelain dish to place the infused tea bag is a small extra attention to the guests.

DL11/BIS



The display/case in wood (cm 22,4 x 10 x 0,5) is perfect to present the filtrifoglia tea bags.





filtrifoglia COLONIAL

A selection of 14 types of infusion: classic teas, blends and herbal teas.

The best crops, the masterful creations of our tea-blenders and the delicate herbal infusions to be displayed in the wooden display/case, on the buffet, on the bar counter, on the restaurant trolley or in the spa.

Each Filtrifoglia is enclosed in a stay-fresh aluminium sachet, with a multi-lingual product description.

The purity of cotton garbs tea in natural elegance.





CR30 Special Gunpowder

The most widely-drunk Chinese green tea in the world, combining a fresh, light flavour with its healthy properties.



CR36 Marrakech Mint Tea

Traditional blend of Chinese Gunpowder green tea and Nanah Moroccan mint. Sweet aroma and full flavour. The perfect tea for travelers.



CR31 Darjeeling TGFOP

Indian black tea from Darjeeling area, literally "Land of thunderbolts". High grown, it is regarded as the "champagne" among teas.



CR39 Special Jasmine

A traditional Chinese specialty: green tea, scented naturally with fresh Jasmine flowers. Delicate flavour, sweet longlasting aroma.



CR32 Ceylon OP1

Orange Pekoe black tea from Ceylon, with soft and full taste. An elegant tea for afternoon or for breakfast.



CR40 English Breakfast

Traditional blend of broken black teas, strong and full-bodied, ideal for breakfast with a dash of milk.



CR33 Earl Grey imperiale

High quality Darjeeling black tea enriched by best Calabrian bergamot. Full flavor, extremely fragrant fruity aroma.



CR42 Camomile

Whole flower heads of Matricaria Chamomile: the plant is known since ancient times for its calming and soothing properties.



CR34 Bancha Fiorito

Highly fragrant blend of Japanese green tea and Chinese jasmine green tea. Fruity, fresh flavour, longlasting aftertaste.



CR43 Fennel - Licorice

Fennel seeds of well-known digestive properties join the licorice root in this mild, soft herbal blend.



CR44 "Energy" Herbal Tea

Rooibos, guarana seeds, rose buds, ginger roots, aroma of peach and ginger for a dash of energy.



CR46 "Sweet Relax" Herbal Tea

A sweet blend of herbs suitable for the whole family. Excellent to encourage rest, it is enriched by natural wild strawberry essential oil.



CR45 "Body and Spirit" Herbal Tea

The perfect blend to be sipped in moments of relaxation. Karkadè, apple, rosehip, chamomile, black currant, apricot, cardamom, verbena, with the sweet taste of cream.



CR47 "Purity" Herbal Tea

Blend of herbs of well-known purifying properties, enriched by the fresh lemon natural flavour.



Accessories

filtrifoglia COLONIAL

LV42



The fine porcelain dish to place the infused tea bag is a small extra attention to the guests.

PR2



The elegant teabag -holder adds a further touch of elegance to the service. A legendary poem will accompany the guest along the tea route, "la via del tè".

LV41



LV40



DL12/BIS

The display/case in wood (cm 22,4 x 10 x 0,5) is perfect to present the filtrifoglia tea bags.



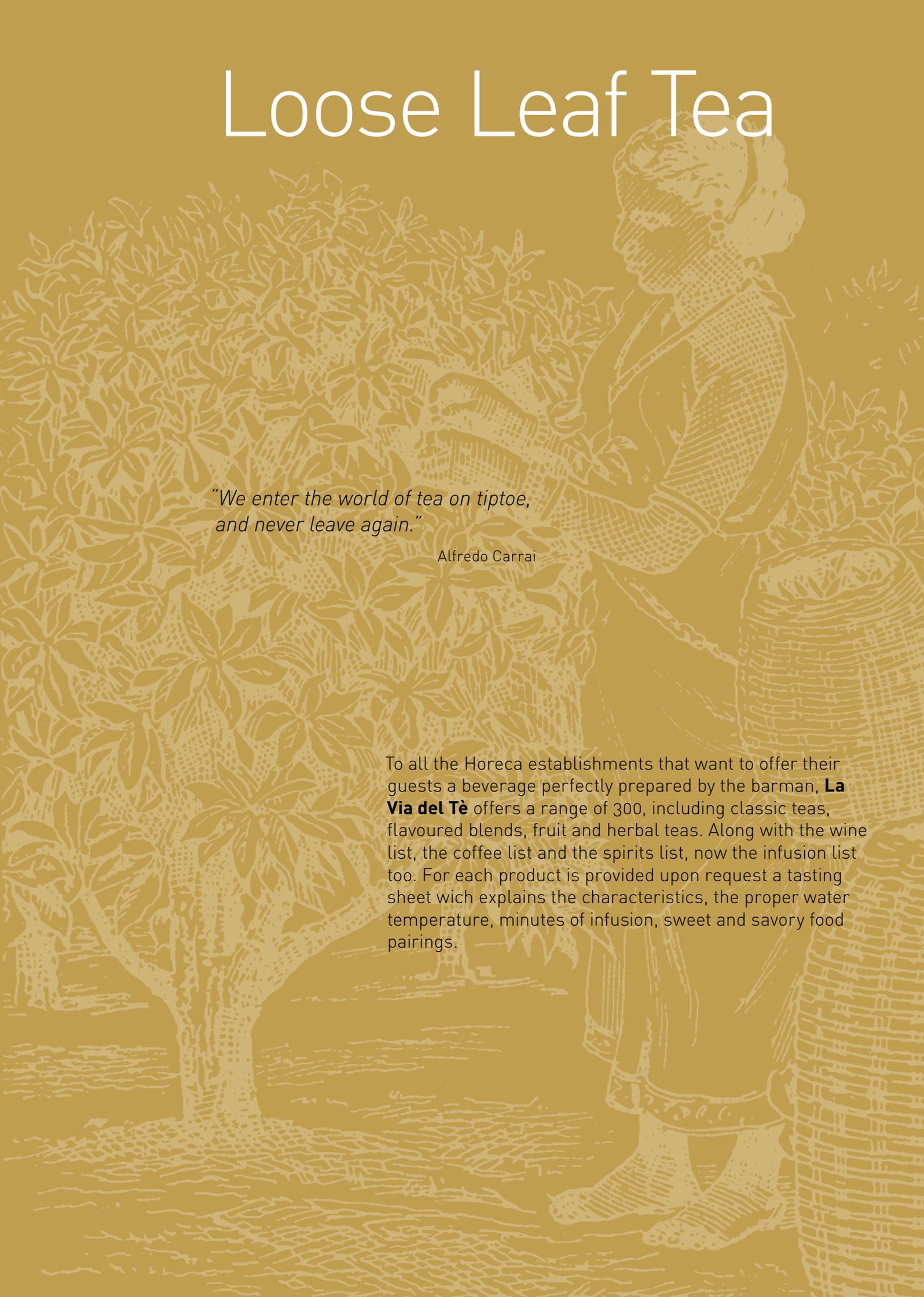
Accessories *filtrifoglia*

The mini display coated with eco leather printed crocodile, is versatile and functional, perfect for the courtesy service in the rooms or presentation at the tables.

In four versions, black and white, with or without lid, it can hold up to 6 filtrifoglia **La Via del Tè**.



Loose Leaf Tea



*"We enter the world of tea on tiptoe,
and never leave again."*

Alfredo Carrai

To all the Horeca establishments that want to offer their guests a beverage perfectly prepared by the barman, **La Via del Tè** offers a range of 300, including classic teas, flavoured blends, fruit and herbal teas. Along with the wine list, the coffee list and the spirits list, now the infusion list too. For each product is provided upon request a tasting sheet which explains the characteristics, the proper water temperature, minutes of infusion, sweet and savory food pairings.

The World of Tea

You can choose from over 300 types of tea divided into single-origin and blends, fruit teas and herbal teas. Request our catalog **Il Mondo del Tè**. In this page, some products and the main tea categories.

GREEN TEA

*China, Japan, Africa,
India, Laos*



G154 Lung Ching Special

WHITE TEA

China



W905 Silvery Pekoe Yin Zhen

BLENDS



410 Bancha Fiorito

FRUIT TEA BLENDS



624 Moulin Rouge

SCENTED TEA

China



J388 Sencha Special Fine



0009 King of Jasmine



737 Romeo e Giulietta



625 Notti in Tibet



G604 Special Gunpowder

BLOOMING TEA

China



SH20 Fortune Ball



742 Giardino Segreto

HERBAL TEA

BLACK TEA

*China, Ceylon, India, Africa,
Turkey, Indonesia*



DJ14 Darjeeling Margaret's Hope Second Flush FTGFOP1

HALF- OXIDIZED TEA

China, Taiwan



AT113 Oolong Fleur d'Orient



755 Touaregh



848 Tisana Good Feeling



HC7 Grand Jardin GFOP



757 Rajasthan



853 Tisana Gym Tonic



HC1 Ceylon OP1



Y007 Tung Ting



856 Rooibos African Dream



Loose Leaf Tea Accessories

For the presentation and display of the products, the elegant wooden display stand holds 6 canisters of 125 g, complete with the tea-measuring spoon.



LV1N



LV1B

LV1V



LV1R



LV1F



LV1P



LV1G

The tin containers come with an inner special stay fresh cap.

The white porcelain teapot (0.7 l) inspired by Art Deco, is provided with an inner stainless steel filter and is housed in the stainless steel thermal shell. The tag with the name of the tea adds to service a stylish detail.

ST19



LV43



LV37/W

To meet particular needs of table setting, La Via del Tè has also selected some professional teapots, combining the design to elegance and functionality.

SLB8



SLB2



The Salam teapots, created in 1957 by French silversmith Guy Degrenne, are made of fine porcelain and fitted with removable inner filter and stainless steel thermal cover. Available: 0,4 lt. in white or mat black colour; 0.8 lt. in white or grey colour.

SLB21



SLB4



TG1N



The castiron teapots, or "Tetsubin", are the refined expression of the Japanese art of tea accessories. The manufacturing process has remained strictly craftsmanship, to create a unique long-lasting object, perfect for a scenographic presentation. Each teapot is provided with removable stainless steel infuser.

TG75



TG25



Samovars

To prepare a good tea, as well as quality raw material you also need to use the right water, which can help to express the tea characteristics at their best without altering the flavour. It is advisable in fact to use a neutral water with a low calcium content and the least possible dry residue.

Equally important, is to use a professional kettle, specifically designed to heat water for tea: the

electrical samovar, modern evolution of the coal samovar, typical of the Russian tradition.

The Samovar is an electric stainless steel boiler equipped with a thermostat to regulate the temperature of the water; it stops automatically when the tank is empty.

The Samovar is practical and easy to use, as well being an eye-catching decor accessory to embellish the tea corner.



SAM4/5/6

SAM4 Samovar- gold plated x 3 l with teapot
(1300 W) cm 26 x 25 x 49,5 h

SAM5 Samovar- gold plated x 6 l with teapot
(1300 W) cm 29 x 27 x 54,5 h

SAM6 Samovar- gold plated x 15 l with teapot
(1500 W) cm 46 x 33 x 71,5 h



SAM1/2/3

SAM1 Samovar- silvery x 3 l with teapot
(1300 W) cm 26 x 25 x 49,5 h

SAM2 Samovar -silvery x 6 l with teapot
(1300 W) cm 29 x 27 x 54,5 h

SAM3 Samovar -silvery x 15 l with teapot
(1500 W) cm 46 x 33 x 71,5 h



Tea Time

"There are few hours in life more agreeable than the hour dedicated to the ceremony known as afternoon tea", wrote Henry James in *Portrait of a Lady* and, today as yesterday, the classic companions of a good cup of tea are sugar and shortbread biscuits.

For an even more special tea time, a range of sugar candy in crystals and **I TÈsori**, handmade shortbreads on exclusive recipe of **La Via del Tè**.



Sugar Candy Crystals

Although some connoisseurs love – as British writer George Orwell – to drink tea strong and plain, adding a pinch of sugar to the drink is a pleasure shared by many.

However, in order to alter the flavour of tea as little as possible, the sugar candy in crystals is ideal, thanks to its neutral quality.

Of ancient Persian origins, sugar candy in crystals it is also used in India, China, Eastern Europe and in the Netherlands; it is the result of the slow crystallization of the sugar mass and the purest sugar on the market.

It is offered in the special single-dose stick version and loose in crystals of varying dimensions.



Z3 Sugar crystals Brown



Z4 Sugar crystals White



Z5 Sugar crystals Rock



Z6 Sugar crystals Rock cubes Brown



Z7 Cane sugar lumps Brown



Z18 Sugar crystals Rock cubes White



Z1 Cane sugar crystals stick Brown



Z2 Cane sugar crystals stick White

I TÈsori

I TÈsori are shortcrust pastry biscuits, hand rolled and hand cutted one by one. The shortbreades are prepared upon exclusive La Via del Tè recipe by blending the tea leaves directly with prime quality ingredients in a perfect marriage of taste, aroma and texture.

Each sweetmeat is individually packaged in a stayfresh sachet.



BS22S Bancha Fiorito tea and hazelnuts



BS23S Earl Grey Imperiale and chocolate drops



BS24S Fuoco di Ceylon tea and almonds



BS25S Matcha tea and pine kernels



BS26S Orange Cream tea and orange zests



BS27S Rosa d'Inverno tea and raisins



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SNAK srl

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