



The Way To Tea Arrives in Bay Area Tea Venues

The Way To Tea:

Your Adventure Guide to San Francisco Tea Culture

Photos & Text by Jennifer Leigh Sauer

Foreword by James Norwood Pratt

Hardcover, 128 pages, more than 125 full color images

SAN FRANCISCO, California (July 15, 2007) The first and only book of its kind to showcase the very diverse San Francisco tea scene and its proprietors in vivid full-color images, *The Way To Tea: Your Adventure Guide To San Francisco Tea Culture* is a colorful, elegant, whimsical invitation to be an honored guest at the epicenter of a newly thriving American tea renaissance at its epicenter--the San Francisco Bay Area.

If you want to be awed and impressed by a Japanese tea ceremony, imbibe in the most elegant of British afternoon teas, compare teas and wits with a Chinese *gong fu* tea practitioner, or simply explore the nuances of tea and tea culture, this book will take you there. Author/Photographer Jennifer Sauer charts her discoveries of the local tea scene from tearoom to tea lounge to teanight club and garden, describing the fabulous “tea people” she meets along her journey through the labyrinth of San Francisco tea culture.

Not an ordinary guide or gift book, *The Way To Tea* is a highly collectible hardcover “tea table” book, which can be made even more valuable by collecting the signatures of all the illustrious “tea people” featured within, making it a historically significant document of American tea culture at its core. Local tea lounges and teashops presented in the book are now carrying signed, first edition copies, and early sales of *The Way To Tea* portend a quick sell-out of this edition.

According to James Norwood Pratt, one of the world’s leading authorities on tea and tea lore as well as a longtime San Francisco resident, “Anyone who loves tea or loves San Francisco is sure to love this book.” Author Jennifer Sauer says, “*The Way To Tea* is a grassroots work that also heralds our newly developing American tea culture, honoring, as our history would suggest, irreverence, rebellion and independence as much as elegance, tradition, and austerity.”

The guide offers a short historical reference to tea cultures around the world and also a basic tea glossary to get readers up to speed on tea types and how experts judge teas, from *terroir* to processing methods.

For more information on *The Way To Tea* and San Francisco tea culture, or to order signed, first edition books and tea art, please visit www.waytotea.com or your local teashops and tea lounges.. Books are now available online and in Bay Area tearooms and teashops, and will be in bookstores nationwide in September, 2007.