

正山堂®
ZHENG SHAN TANG
传承红茶四百年

MORE THAN 450 YEARS

The inheritance of black tea is uninterrupted
Ingenuity and quality are consistent
Profound heritage creates classics



Black Tea Instruction Manual

(一)

Black tea



400-0599-567

No. 1 Gaojia Factory, Tongmu Village, Xingcun Town, Wuyishan City,
Fujian Province (Core Reserve of Wuyishan National Park, World
Cultural and Natural Heritage Site)
Fujian Zhengshantang Tea Industry Co., Ltd. www.lapsang.cn

Originating from the East · World's Black Tea
From Lapsang Souchong to Jinjunmei,
and then to Junmei China



tea 茶

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Zhengshantang

**Inventor of Jinjunmei,
inheriting black tea for four
hundred years**

Tea



The world's black tea originated in China. In the middle and late Ming Dynasty (about 1568 A.D.), the ancestors of the Jiang family of Zhengshantang founded Lapsang Souchong, which is recognized as the originator of black tea in the world; in 2005, Jiang Yuanxun, the 24th generation inheritor of Lapsang Souchong black tea, on the basis of inheriting more than 400 years of black tea culture and production skills, he led the team to develop high-end black tea Jinjunmei, which filled the gap in China's high-end black tea market and promoted the development of the entire black tea industry.



Fujian Zhengshantang Tea Industry Co., Ltd. has more than 400 years of inheritance of black tea culture and production skills. The company is located in Tongmu Village, the core protection area of Wuyi Mountains National Park in Fujian Province. This is the core area of the world cultural and natural heritage site. The birthplace of Lapsang Souchong, the ancestor of black tea in the world.

Since 2010, Zhengshantang has exported scientific and standard Junmei black tea production technology, selected high-quality tea producing areas across the country, built a Junmei Chinese black tea industry system, promoted the standardization of Chinese black tea, and established a model of Chinese clear drinking black tea.

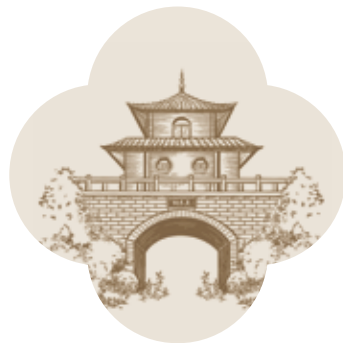
Because of its focus and professionalism, our company participated in the drafting and formulation of the Chinese National Standard for Lapsang Souchong Black Tea (Part III), the Jinjunmei Industry Standard (Jinjunmei Tea) and the cross-provincial and national Junmei Black Tea Group Standard (Junmei black tea).

From the birth of black tea to the founding of Jinjunmei, Zhengshantang has inherited black tea for four hundred years.



Lapsang Souchong - the originator of black tea in the world

Lapsang Souchong Black Tea was born in 1568 and has a history of more than 450 years. Lapsang souchong is the originator of black tea in the world. Keemun black tea, Assam black tea, Darjeeling black tea, Ceylon highland black tea and other world black teas all originate from Lapsang souchong black tea.

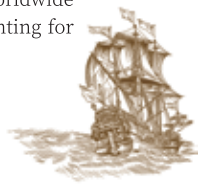


| The birth of black tea


The birthplace of Lapsang Souchong is Tongmuguan, Wuyi Mountain, Fujian, China. The ancestors of the Jiang family in Zhengshantang settled in Tongmuguan and planted tea for generations. At the end of the Ming Dynasty and the beginning of the Qing Dynasty (about 1568 A.D.), it was the tea-picking season. A group of officers and soldiers passed through Tongmuguan and slept on the picked tea greens at night. After the officers and soldiers left, the tea leaves that were originally made of green tea had turned red. Jiang's ancestors repeatedly rubbed the fermented tea leaves and baked them with pine wood, which is rich in paulownia. When the pine wood is burned, it produces rich pine smoke. After the tea absorbs the pine smoke, its color becomes black and oily (so in English, black tea is called black tea instead of red tea), and it exudes a unique pine smoke aroma.

Jiang's ancestors picked this batch of tea leaves and sold them at a low price in Xingcun town. Unexpectedly, in the next year, someone would pay several times the price to buy this tea. Therefore, the earliest black tea in the world - Lapsang Souchong was born.

Black tea is the tea with the largest production and sales volume among all kinds of tea in the modern world. It is a worldwide beverage and a highly traded commodity overseas, accounting for more than 80% of the world's tea consumption and trade.



The spread of black tea

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- 1604年 — In 1604, Dutch merchants brought "Lapsang Souchong" black tea into Europe, and black tea went abroad for the first time.
- 1662年 — In 1662, Princess Catherine of Portugal married King Charles II of England, and Lapsang Souchong black tea was included in her dowry. Later, Queen Anne advocated replacing wine with tea and introduced tea into the upper class, which gradually evolved into "afternoon tea". Later, black tea was sold overseas in large quantities, and Lapsang Souchong black tea from Wuyi Mountain in China was loved by people all over the world and changed the world pattern.
- 1684后 — After 1684, Wuyi black tea began to be exported directly from Xiamen port.
- 1745年 — In 1745, the East India Company's large ocean-going merchant ship Gothenburg arrived in China for trade, but hit a rock and sank on the way back. The sunken ship was salvaged to sea after more than 100 years, and Wuyi BOHEA (Lapsang Souchong) accounted for a considerable amount on the manifest.
- 1773年 — In 1773, the "Boston Tea Party" was the fuse of the American War of Independence, and it was the Lapsang Souchong black tea that was transported from China to North America by the East India Company.
- 1840年 — In 1840, the export of Wuyi black tea brought huge wealth to the Qing government. In order to balance the trade deficit, Britain exported opium to China. Lin Zexu destroyed opium in Humen city, triggering the first Opium War.
- 1848年 — In 1848, in order to obtain the secret of making black tea, the British Robert Fujun arrived in Wuyi Mountain. In 1851, he brought the production technology of Lapsang Souchong to India, and later there were international famous teas such as Indian black tea. So far, the production technique of Lapsang Souchong black tea has spread to foreign countries.
- 1876年 — In 1876, Yu Ganchen, who served as the county magistrate in Chong'an County, Fujian Province, returned to his hometown and brought back Fujian's "Lapsang Souchong" black tea production method. He set up a local black tea factory and successfully trial-produced it, and Keemun black tea was born. Subsequently, all parts of China also followed the Lapsang Souchong technique, and gradually developed Dianhong (Yunnan black tea), Fujian black tea and other local Gongfu black teas.

Prosperity of black tea culture



Due to the unique quality of Lapsang Souchong black tea, it has become a well-known famous tea in Europe and America. In the United Kingdom, many traditions have arisen from Lapsang Souchong black tea, among which "afternoon tea" is still popular today. Every day at four o'clock in the afternoon, the British will have 15-20 minutes of refreshment time. From the royal family to the general public, they will put down their work and drink a cup of afternoon black tea comfortably with the refreshment. A third of their life is teatime. A British folk song sings like this: "When the clock strikes four times, everything in the world stops for tea." Western nobles all drink Lapsang Souchong black tea, showing the various life styles in England.

Byron, a famous British poet in the 17th century, wrote in his long poem: "I feel that my heart has become so sympathetic, I must go to Wuyi black tea for help." "Chong'an County New Records" contains, "English people said: Wuyi tea color, red like agate, the quality is far better than India and Ceylon. Whoever treats Wuyi tea to guests, the guests will stand up and pay respects." It shows that Lapsang Souchong black tea was favored by the upper class at that time.



LAPSANG SOUCHONG

Lapsang Souchong Black Tea is grown in Wuyishan National Nature Reserve, the birthplace of black tea in the world and a double heritage of world culture and nature. According to the "Chinese Tea Classics", the "Lapsang" of Lapsang Souchong indicates the true meaning of "produced in high mountain areas", and its coverage "centers on Miaowan and Jiangdun Natural Villages in Tongmu Village, Wuyi Mountain, and north To Jiangxi Yanshan Shilong, south to Caodun Baiyeping, Wuyi Mountain, east to Da'an Village, Wuyi Mountain, west to Guangsiqiangan Pit, southwest to Shaowu Longhu Guanyin Pit, covering an area of about 600 square kilometers.

It has rich vegetation, high mountains and deep valleys, fertile soil, far away from pollution, and maintains a complete subtropical evergreen broad-leaved forest ecosystem. The unique natural conditions are conducive to the growth of tea trees and ensure the superiority of tea raw materials.

The production area of Lapsang Souchong

The Originator of Black Tea in the World · Hundred Years of Ingenuity Inheritance



1500 meters/altitude: The average altitude of tea mountains is 800-1500 meters. Due to the high altitude, the temperature difference between day and night is large, which is very conducive to the growth of tea trees.

18°C/Temperature: It belongs to the subtropical monsoon humid climate, with an annual average temperature of about 18°C. There are many nitrogen-containing compounds such as amino acids and proteins produced and accumulated in the tea tree.

2000 mm/precipitation: The annual precipitation is above 2000 mm, which is the area with the most precipitation in Fujian Province. The tea has good tenderness, high quality, and can avoid freezing damage.

85%/relative humidity: The annual relative humidity is as high as 85%, the foggy days are more than 100 days, the high mountains are filled with clouds and fog, and the air humidity is high.

PH=4.5-5: It belongs to mountain yellow soil and mountain yellow red soil, with a PH value of 4.5-5 and a soil layer thickness of 30-90 cm. The soil in this area is loose and the soil has high natural fertility, so there is no need to apply chemical fertilizers.

96.3%/Forest coverage rate: With a forest coverage rate of 96.3% and a complete ecosystem, it has formed a complete and coordinated biological chain and built a "natural protective screen" for the growth of tea trees.

The Craftmanship of Lapsang Souchong



01. Picking

You must choose the older small-leaf tea trees in the protected area, and pick one bud and two or three leaves. The best time is to pick a sunny day from Lixia to Earbud (Traditional Chinese solar terms, at the beginning of May).



02. Withering

During the tea making season in the Tongmuguan area, there is more rain and less sunny days. Generally, indoor heating and withering is carried out in the "Qinglou" (The cyan building) of the primary tea factory.



03. Rolling

In the early stages of kneading, manual kneading is often used until the tea sticks are tightly rolled and the tea juice overflows. Now they are all carried out by kneading machine.



04. Fermentation

Using the method of hot fermentation, put the moderately twisted tea base in a bamboo basket and cover it with a thick cloth. The tea leaves are fermented under the action of their own enzymes, and the green tea changes color into yellow-red with a leisurely fragrance.



05. Stir fry in a heated pot

This is a unique process of Souchong black tea. When the temperature of the iron pot reaches the required temperature, put in the fermented leaves and stir fry with both hands. The role of the red pot is to inactivate the enzyme, so as to keep the aroma of souchong black tea pure and sweet, the tea soup is red and bright, and the taste is strong.



06. Re-rolling

The tea after being fried in a pan must be re-kneaded to shrink the loosened tea sticks.



07. Smoking with a flame of branches

Shake the re-kneaded tea on the bamboo sieve, put it on the bottom hanger of the "brothel", burn pine firewood in the outdoor stove, let the hot air flow into the bottom of the "Qinglou", and the tea is in the process of drying. The continuous absorption of rosin makes Souchong black tea have a unique aroma of rosin.

The above withering-kneading-fermentation-passing in a red pot-re-kneading-smoking and roasting are the traditional production techniques of Lapsang Souchong, and they all need to be completed in traditional "Qinglou".

The Quality of Lapsang Souchong

Due to the unique growing environment and unique traditional production process, Lapsang Souchong black tea has a unique aroma of pine smoke and longan, and its quality characteristics are unique.



Shape

The cord is strong and tightly knotted, the color is black and oily, and the dry smell has a special fragrance of pine smoke and dried longan.



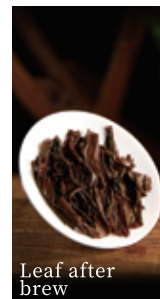
Tea infusion color

orange red, bright and clear; resistant to brewing, various characteristics are still obvious after four or five brews.



Flavor

mellow, smooth and refreshing, neither bitter nor astringent, with a long-lasting aftertaste, suitable for directly drinking or with sugar and milk;



Leaf after brew

soft, bronze in color.



Storage resistance

Under normal temperature conditions, the quality can remain unchanged for three to five years or even longer, the taste will be more mellow, and the pine fragrance will be more pure and refreshing.

Qinglou, a centuries-old tea-making wooden building



Brothel is an ancient wooden building used for processing tea material. It has a history of nearly a hundred years in Tongmu village, Wuyi Mountain. The Qinglou is divided into three and a half floors, and the bottom half is used to burn masson pine wood to transfer heat and pine smoke. The first floor is the roasting room. The fermented tea leaves are placed on a round bamboo sieve, and then inserted into the baking rack for smoking and roasting. On the second floor, the temperature of the Qinglou can be adjusted by opening and closing the door; on the third floor, the residual temperature is used to wither fresh leaves. During the tea-making season, Paulownia is always filled with a scent of pine smoke.

How does Lapsang Souchong's rosin incense form?

Masson pine wood is an essential raw material for traditional Lapsang Souchong tea making. Carefully smoked in the tea-making brothel of Tongmuguan in Wuyi Mountain, the Lapsang Souchong tea base absorbs rosin continuously during the process of withering and drying, which makes Lapsang Souchong black tea have a strong and unique aroma of rosin and longan.



Jinjunmei— Inheritance and Innovation of Lapsang Souchong



INHERITANCE



Jinjunmei black tea is made from the buds of the original ecological alpine tea trees in the Wuyi Mountain National Nature Reserve with a radius of 565 square kilometers. It is a high-end black tea developed by integrating innovative technology based on the traditional technology of Lapsang Souchong black tea.

JINJUNMEI'S INVENTION · A MODEL WORK

“Birth of Jinjunmei”

Lapsang Souchong black tea is made by traditional techniques and has the characteristics of "thick, red and bitter". All along, it is mainly used for export and the price is low.

Before 2000, Jiang Yuanxun, the 24th generation descendant of Lapsang Souchong Black Tea, led the team to continuously conduct experiments and technology accumulation to develop higher-quality products in order to solve the problem of unsalable Tongmu tea leaves and barren tea mountains, and to develop the domestic black tea market.

One afternoon in July 2005, Jiang Yuanxun chatted with Mr. Zhang Mengjiang and other friends in Tongmu village on the topic of "making good tea, drinking good tea, and buying good tea". Brings inspiration. Just at this time, a tea farmer passed by the door to trim the tea garden. Jiang Jiang Yuanxun immediately arranged for tea farmers to pick tea buds; and began to instruct Jiang Junsheng, Jiang Junfa, Liang Junde, Wen Yongsheng, Chen Guibao, Hu Jiexing and others to wither the buds according to the black tea production process, adopt temperature and humidity control fermentation, and charcoal roasting to get dry tea.

On the second day, Jiang Yuanxun brewed and tasted together with Mr. Zhang and others. When boiling water rushes in, the room is full of fragrance, the soup is golden and translucent, the taste is sweet and refreshing, moistens the throat, and has a long aftertaste. " This is the rudiment of what was later named "Jinjunmei".

In 2006, through experiments, analyzes and comparisons, Jinjunmei was basically finalized in September. In 2007, according to the feedback in the tasting, Jiang Yuanxun further



江元勋

optimized the quality and perfected the craft, and officially put it on the market. As soon as Jinjunmei was launched on the market, it was enthusiastically sought after by tea lovers and quickly became popular. Jiang Yuanxun also won the "Lu Yu Award", the highest honor in the Chinese tea industry.