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## Tea Fact Sheet

Tea is the most widely consumed beverage in the world next to water, and can be found in almost 80% of all U.S. households. It is the only beverage commonly served hot or iced, anytime, anywhere, for any occasion. On any given day, over 127 million Americans are drinking tea.

**Annual Consumption:  
(U.S.)**

In 2006, Americans consumed well over 50 billion servings of tea, or over 2.25 billion gallons. About 83% of all tea consumed was Black Tea, 16% was Green Tea, and a small remaining amount was Oolong Tea.

**Daily Consumption:  
(U.S.)**

On any given day, about one half of the American population drinks tea. On a regional basis, the South and Northeast have the greatest concentration of tea drinkers.

**Iced Tea Consumption:**

Approximately 85% of tea consumed in America is iced.

**Ready-To-Drink Iced  
Teas:**

Over the last ten years, Ready-To-Drink Tea has grown nearly ten fold. In 2006, Ready-To-Drink sales were conservatively estimated at \$2.65 billion.

**Tea Bags, Loose Tea &  
Iced Tea Mixes:**

In 2006, over 65% of the tea brewed in the United States was prepared using tea bags. Ready-to-Drink and iced tea mix comprises about one fourth of all tea prepared in the U.S., with instant and loose tea accounting for the balance. Instant tea is declining and loose tea is gaining in popularity, especially in Specialty Tea and coffee outlets.

**Current Sales:**

2006 was the 15<sup>th</sup> consecutive year that consumer purchases of tea increased. Retail supermarket sales alone surpassed the \$1.9 billion dollar mark. Away-from-home consumption has increased by at least 10% annually over the last decade.

<b>Anticipated Sales: (U.S.)</b>	The industry anticipates strong, continuous growth over the next five years. This growth will come from all segments driven by convenience, interest in the healthy properties of tea and the continued discovery of Specialty Tea.
<b>Varieties:</b>	Black, Green, Oolong and White teas all come from the same plant, a warm-weather evergreen named <i>Camellia sinensis</i> . Differences among the four types of tea result from the various degrees of processing and the level of oxidization. Black tea is oxidized for up to 4 hours and Oolong teas are oxidized for 2-3 hours. As a result, the tea leaves undergo natural chemical reactions, which result in taste and color changes, and allow for distinguishing characteristics. Green and White teas are not oxidized after processing and they most closely resemble the look and chemical composition of the fresh tealeaf. Oolong tea is midway between Black and Green teas in strength and color.
<b>Grown In:</b>	Much of the world's tea is grown in mountainous areas 3,000 – 7,000 feet above sea level, situated between the Tropic of Cancer and the Tropic of Capricorn in mineral-rich soil. Leading tea-producing countries include Argentina, Brazil, China, India, Indonesia, Kenya Malawi, Sri Lanka, and Tanzania.
<b>History:</b>	<p data-bbox="630 1165 1385 1312">Tea is nearly 5,000 years old. It was discovered in 2737 BC by Chinese Emperor Shen-Nung, known as the “Divine Healer,” when as legend goes, some tea leaves accidentally blew into the Emperor’s pot of boiling water.</p> <p data-bbox="630 1354 1385 1822">In the 1600’s, tea became highly popular throughout Europe and the American colonies. Tea played a dramatic part in the establishment of the United States of America. In 1767 the British Government put a tax on the tea used by American colonists. Protesting this “taxation without representation,” the colonists decided to stop buying tea and refused to allow tea ships to be unloaded. One December night in 1723, men dressed as Native Americans boarded British ships in Boston Harbor and threw more than 300 chests of tea into the sea. This now famous Boston Tea Party, in protest of the British tea tax, is said to have been one of the acts leading to the Revolutionary War.</p>

Anna, Duchess of Bedford, is credited with creating *Afternoon Tea* in 1840, when she began taking tea with a light snack around 4:00 p.m. to ward off “that sinking feeling.”

High Tea originated with the rural and working class British, who would return to their homes at about 6:00 p.m. for a meal of potted meats, fish, cheese, salads, sweets, and a pot of strong tea. The U.S. played an important role in the history of tea, inventing the tea bag and iced tea, both in 1904. Recently, the U.S. has led the rest of the world in marketing convenient Ready-To-Drink forms of tea in bottles.

**Environmental Qualities:**

Tea is an all-natural and environmentally sound product from a renewable source. The tea plant is naturally resistant to most insects; oxidation of the tea leaf is a natural process; and, many tea packers use recycled paper for packaging.

**Health Qualities:**

Tea is a refreshing beverage that contains no sodium, fat, carbonation or sugar. It is virtually calorie-free. Tea helps maintain proper fluid balance and may even contribute to overall good health.

Tea contains flavonoids, naturally occurring compounds that are believed to have antioxidant properties. Antioxidants work to neutralize free radicals, which scientists believe, over time, damage elements in the body, such as genetic material and lipids, and contribute to chronic disease.

Every day, new findings from the international scientific community lend credibility to tea’s healthy properties. Recent research has explored the potential health attributes of tea through studies in humans, animal models and through *in vitro* laboratory research. For the most part, studies conducted on green and black tea, which are both from the *Camellia sinensis* plant, have yielded similar results. Recent research suggests that tea and tea flavonoids may play important roles in various areas of health and may operate through a number of different mechanisms still being explored.

Some exciting recent findings include:

**Heart Health:**

The current body of research suggests that drinking 3 to 5 cups of tea per day can offer significant heart health

benefits ranging from reducing heart attack risk to lowering Low Density Lipoprotein (LDL) cholesterol, or “bad” cholesterol. For example, one recent study found that participants who drank more than 16 fl. oz. of black tea per day had a 50% lower prevalence of cardiovascular disease (CHD) than non-tea drinkers<sup>i</sup>. Another study found that those who drank more than 3 cups of black tea per day (>375 mL) reduced their risk of heart attack by 43% as compared to non-tea drinkers<sup>ii</sup>. Additionally, a study conducted by the US Department of Agriculture (USDA) found that participants who drank 5 cups of black tea per day along with a diet moderately low in fat and cholesterol reduced their LDL cholesterol by about 11% after three weeks<sup>iii</sup>.

### **Cancer:**

*Colon Cancer:* Benefits to gastrointestinal (GI) health reaped by tea-drinking seem to be cumulative and dependant upon the amount of tea consumed per day as well as the number of tea-drinking years. Findings include the results of a study finding that women who consumed the equivalent of 2.5 cups of tea per day had a 60% reduction in rectal cancer risk, compared with women who drank less than 1.2 cups of tea daily<sup>iv</sup>. An additional study found tea drinkers to have an approximate 42% reduced risk of colon cancer as compared to non-tea drinkers. Men who drank more than 1.5 cups of tea per day were found to have a 70% lower colon cancer risk<sup>v</sup>.

*Ovarian Cancer:* A Swedish population study involving over 61,000 women aged 40-76 found that women who drank the most tea were least likely to develop ovarian cancer over the 15-year study follow-up. Women who drank two or more cups of tea daily experienced a 46 percent reduction in risk compared to women who reported not drinking tea<sup>vi</sup>.

*Skin Cancer:* According to University of Arizona research findings, participants who drank iced black tea and citrus peel had a 42% reduced risk of skin cancer<sup>vii</sup> and hot black tea consumption was associated with a significantly lower risk of the most common form of skin cancer, squamous cell carcinoma (SCC)<sup>viii</sup>.

### **Bone Health:**

Two recent studies found that tea-drinking women had higher bone mineral density (BMD) measurements than non-tea drinkers<sup>ix</sup>, especially in those who had been habitual tea-drinkers for six or more years<sup>x</sup>. Higher bone

mineral density is an indicator of strong bones.

- Caffeine Content:** Tea is naturally low in caffeine. A cup of Black Tea, for example, contains about 40 milligrams of caffeine.
- Cost Per Serving:** Prepared in the home, tea costs about three cents per serving, cup or glass. Tea continues to remain one of the most economical beverages available.
- Tea:** The smart choice for anyone, any time (or today and the future/every day).

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<sup>i</sup> Hakim IA, Alsaif MA, Alduwaihy M, Al-Rubeaan K, Al-Nuaim AR, Al-Attas OS. Tea consumption and the prevalence of coronary heart disease in Saudi adults: results from a Saudi national study. *Prev Med* 2003;36(1):64-70.

<sup>ii</sup> Geleijnse JM, Launer LJ, Van der Kuip DA, Hofman A, Witteman JC. Inverse association of tea and flavonoid intakes with incident myocardial infarction: the Rotterdam Study. *Am J Clin Nutr*. 2002 May; 75(5): 880-6.

<sup>iii</sup> Davies MJ, Judd JT, Baer DJ, Clevidence BA, Paul DR, Edwards AJ, Wiseman SA, Muesing RA, Chen SC. Black tea consumption reduces total and LDL cholesterol in mildly hypercholesterolemic adults. *J Nutr*. 2003 Oct;133(10):3298S-3302S.

<sup>iv</sup> Dora I, Arab L, Martinchik A, Sdvizhkov A, Urbanovich L, Weisgerber U. Black tea consumption and risk of rectal cancer in Moscow population. *Ann Epidemiol*. 2003 Jul; 13(6): 405-11.

<sup>v</sup> Su LJ, Arab L. Tea consumption and the reduced risk of colon cancer -- results from a national prospective cohort study. *Public Health Nutr*. 2002 Jun; 5(3): 419-25.

<sup>vi</sup> Larsson SC, Wolk A. Tea consumption and ovarian cancer risk in a population-based cohort. *Arch Intern Med*. 2005 Dec 12-26;165(22):2683-6.

<sup>vii</sup> Hakim IA, Harris RB. Joint effects of citrus peel use and black tea intake on the risk of squamous cell carcinoma of the skin. *BMC Dermatol*. 2001; 1(1): 3. Epub 2001 Aug 01.

<sup>viii</sup> Hakim IA, Harris RB, Weisgerber UM. Tea intake and squamous cell carcinoma of the skin: influence of type of tea beverages. *Cancer Epidemiol Biomarkers Prev*. 2000 Jul; 9(7): 727-31.

<sup>ix</sup> Hegarty VM, May HM, Khaw K-T. Tea drinking and bone mineral density in older women. *Am J Clin Nutr* 2000;71:1003-7.

<sup>x</sup> Wu CH, Yang YC, Yao WJ, Lu FH, Wu JS, Chang CJ. Epidemiological evidence of increased bone mineral density in habitual tea drinkers. *Arch Intern Med*. 2002 May 13; 162(9): 1001-6.

