

A specialty store with healthy herbal blend Rooibos teas imported directly from Africa

Rooibos is a coniferous shrub that grows naturally in the fields and mountains of a part of southern Africa. The delicate Rooibos leaves are fermented and dried, and the resulting tea is rich in minerals and nutrients, and thus recently has been gaining popularity as a health tea. We'll introduce the specialty store that you could say instigated this boom.



ルイボス・ナチュラル
Rooibos Natural

A hand harvested, organic Rooibos tea which only contains the leaves from the very tips of the branches. This tea is the pride of the store. There are not many stems so the color is deep red. Mild tasting and easy to drink.

Text/Yukari Travis Photo/Kumi Higo



Above: The store's interior, which seats about 10, is decorated in African art and has the feeling of an art gallery. The store's main income source comes from wholesaling tea leaves. Annually, it ships 2 tons of Rooibos tea from Southern Africa to the US and several Asian countries including Japan. 4 pictures on the right: It's located in a Jewish business district of Beverly Hills. A corner to relax is built in the rear parking lot. Teas for retail sale line the antique shelves. There are also Rooibos skin care products and African spices. In the sampling corner, you can try any tea for \$1.



ルイボス・ティーハウス

Rooibos Tea House

533 North Fairfax Ave., Los Angeles,
California 90036

☎323-658-7832

Hours of operation 9am-5pm Closed on Saturday

<http://www.africanredtea.com/>



ハニーブッシュティー *Honeysbush Tea*

An organic African produced herb tea that is faintly honey sweet and mild. It has been drunk as a tea for health purposes since the 18th century and is said to be effective against colds.

ルイボス・ウイズ・ ブラックミンシード

Rooibos with Black Cumin Seeds

A blend with Rooibos tea and 10% black cumin seeds, from Egypt. A full bodied and strong taste that is popular with people who like red teas. Cumin is said to be good for asthma.

ルイボス・ブッシュ *Rooibos Buchu*

Rooibos Buchu

A blend with Rooibos tea and 5% Buchu, which is said to be good for liver disease and diabetes. It is made with a refreshing mint flavor. Perfect for iced tea.

