



An example of a menu at a buffet style party. Clockwise from the bottom right: Tomatoes stewed in Rooibos tea soup, Rooibos tea bread, Apple cake topped with apple poached in Rooibos tea, strawberry tart using gelatin reconstituted with Rooibos tea. Drinks from the left: A banana smoothie with cereals and Rooibos tea powder, fruit smoothie with mint, Rooibos iced tea. African dramas and such are also part of the attraction and the price is \$15-\$20 per person.

ルイボスティー (ホット)

Rooibos Tea (Hot)

If you want to sample the tea, a hot glass costs \$1. In the case of iced tea, it comes with ice cubes made from Rooibos tea so the flavor doesn't get watered down when the ice cubes melt.



The trick to bringing out a lot of the anti-oxidants in the Rooibos tea is to boil the tea with the water. Since Rooibos tea is alkaline, they use specially ordered naturally alkaline water from Oregon.

In Los Angeles in the past few years, Rooibos teas, which are rich in anti-oxidants, and are said to have anti aging effects on the brain have firmly become mainstream. Rooibos tea bags now line supermarket store shelves. One thing contributing to this popularity has been the specialty store, "Rooibos Tea House" which opened in 2000. The high quality Rooibos teas imported directly from southern Africa are popular and the original blends with African herbs also have loyal fans. Part of the store's charm is the antique sofas in the interior, where you can relax and leisurely try the teas. The store regularly shows up as the subject of healthy trend spots in local media. Currently, 90% of the Rooibos tea circulating in the market is produced by the production organization "Rooibos Limited." However, this store, which is a stickler for quality, doesn't belong to this organization and has an exclusive contract with 5 farms. After much research and development with the farmers, they've succeeded in producing a high-quality pure Rooibos tea that has less than 3% stems mixed in. "The farms that this store has contracts with are located in the region where Rooibos tea was first discovered, so we're able to offer the original flavor of Rooibos," says the owner Nira Meslin. Ms. Meslin is also known as a researcher in Rooibos cooking, and is often invited to demonstrate in colleges. The store also holds parties several times a week with food containing Rooibos. In October, they are also opening a new cafe in which they plan a new menu with Rooibos foods.

The secret of the popularity is the high purity of the tea made with the farmers.



オーナー

マイケル・ブルームベルグさん

Michael Broomberg

ニラ・マスリンさん

Nira Meslin

Mr. Broomberg was born in South Africa. He's a musician, and also a movie sound effect engineer, but since meeting Rooibos tea researcher Ms. Meslin and starting the store, Rooibos tea has become the center of his life.



Left/ Rooibos powdered

extract. You can make Rooibos iced tea just by dissolving this in water. The suitable amount is 1 teaspoonful to 1 liter of water.

(100 grams - \$20)

Right/ 2 Rooibos tea retail packages. 20 tea bags (left, \$5) and 100 grams of tea leaves (right, \$6) The tea leaves are all of identical price, so they don't sell leaves by weight.



ルイボス・グリーン

Rooibos Green

A tea made from unfermented Rooibos. It doesn't taste too bitter or too unripe. Sweet and mild taste. It's popular with customers who are especially looking for the anti-oxidant effects of Rooibos tea.

ルイボス・ウィズ・バニラビーンズ

Rooibos with Vanilla Beans

A blend of Rooibos tea with 5% crushed vanilla beans from Madagascar. The mild and mellow taste is the distinctive trait. There are many people who add low fat milk or soy milk to make a healthy milk tea.

ルイボス&アフリカンジンジャー

Rooibos & African Ginger

Dried African ginger blended in Rooibos tea. A moderately popular product that is mildly sweet and tastes of ginger. It's said that African ginger is effective for headaches and menstrual pain.

