

## TEA CRAFTSMAN™ CERTIFICATION PROGRAM

Firedancer has worked closely with Scott Svihula, Hula Consulting, with the full endorsement of the World Tea Academy, to create this exciting new tea program.

Scott has carved out a niche as an expert in the specialty coffee and tea industry. His discerning palate has garnered him many industry awards and achievements. He further fortifies his multi-faceted skill set encompassing strategic planning, product development, operations, marketing, quality assurance, regulatory compliance, training, certification, sales and field-to-cup production management.



World Tea Academy, the leading online tea education and certification program, was developed with the oversight and input of an unprecedented group of tea industry experts and luminaries. Classes are delivered monthly in three-week sessions with 24/7 online access to lectures, videos, assignments and tests to meet the demands of your busy schedule while focusing your investment of time and money in education, not travel. WTA offers two levels of tea certification and three distinct certification paths to meet your specific career goals. The program consists of a Core Curriculum of seven classes and completion earns students the designation of WTA Certified Tea Specialist™. In our Advanced Curriculum, you can achieve one or more of the following higher-level designations: WTA Certified Tea Professional™, WTA Certified Tea Sommelier™, and WTA Certified Tea Health Expert™. Similar to a college experience, students will need to complete a minimum of six of the electives in their desired advanced certification.

The program is directed by one of the industry's most recognized tea educators, Donna Fellman, who is also the lead teacher. If our website [www.WorldTeaAcademy.com](http://www.WorldTeaAcademy.com) doesn't answer all of your questions, you can contact her at either [donna.fellman@penton.com](mailto:donna.fellman@penton.com) or 303.998.9217.

## Tea Craftsman™ Level 1 and Tea Craftsman™ Level 2

This complete intensive 3-day seminar will give you the knowledge to be a tea star within your organization. From seed to cup we will build on a basic foundation of tea to help you understand the industry, terminology, production and evaluation practices. We will then take you on a passport journey around the world learning about teas from origin and tasting the most popular teas of today. Next, we will break away from true tea and discuss the role herbal tisane teas play. Finally, we will discuss and experiment with creating your own custom teas through scenting, flavoring and blending. Walk away from this seminar with the knowledge you need to expand your tea revenue.

**Foundations – Tea Craftsman™ Level 1:** This one-day certification will focus on building the foundations of tea history, culture, production and professional evaluating the 6 basic types of tea (white, green, yellow, oolong, black, & dark). In this part, you will come away knowing:

- History & Tradition
- Growing, Cultivation, and Production
- Post- Production Processes
- How Tea is Graded
- Review the Different Delivery Methods for Consuming Tea
- Understand the Difference between Specialty and Commodity Tea
- How to Professionally Cup and Evaluate Tea

**Intermediate – Tea Craftsman™ Level 2:** This is a two-day program. The first day will be an in-depth exploration of the traditional countries or origin for tea; with a review of the cultural influence, brewing methods, and production methods used to make each country's tea. Additionally, we will cup and evaluate several teas from each country and discuss their use. At the end of the day we will review teas from Africa and South America which play a role in tea consumed in the United States. In this part, you will come away knowing:

- Teas of Traditional Origin - China, Taiwan, Japan, India, & Sri Lanka
- Teas that are Often Found in US Teas from Africa and South America

The second day will be a review and tasting of the most common herbal/tisane “teas” sold in the US, as well as, botanical ingredients that are used in creating custom tea blends. We will discuss how tea is scented and how this differs from flavored teas. We will review how to properly evaluate flavors for tea and how to apply flavoring to teas. Finally, we will talk about proper blending methodology for creating custom blended teas. In this part, you will come away knowing:

- How herbal/tisane teas differ from real tea
- What botanicals are used in the creation of custom teas
- How scented teas are made and how they differ from flavored teas
- What regulatory compliance is required to manufacture your own tea
- How to create flavored teas
- How to create blended teas

***Please Note: Foundations – Tea Craftsman™ Level 1  
IS a prerequisite for Intermediate Tea Craftsman™ Level 2.***