

# Introducing Bruce Richardson

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MSN calls Bruce Richardson "A leading expert in America's tea renaissance for over 20 years."

As a writer, photographer, tea blender, and frequent guest speaker at conferences across the country, he spends much of his time educating Americans in the art of infusing tea into a healthy lifestyle.

For 14 years, Bruce and his wife Shelley introduced thousands of Americans to the ritual of tea at their internationally-known Elmwood Inn, located in Perryville, Kentucky. They closed their tea room in 2004 to focus on their wholesale business, Elmwood Inn Fine Teas and its publishing division, Benjamin Press. Their products are now found in every state.

A lifelong educator, Bruce annually hosts TEA 101, a seminar on the art of owning a tea business. He is the author of a dozen books including *The Great Tea Rooms of America* and *The Great Tea Rooms of Britain*. He is co-author of *The New Tea Companion* as well as *Tea and Etiquette*, and producer of the *Tea in the City* travel guide series.

Bruce has served on the Advisory Committee for the Specialty Tea Institute of America, the Editorial Board of *Fresh Cup* magazine, and was recently named the *Perfect Cup* columnist for *TeaTime* magazine. For seven years, he volunteered his leadership skills as mayor of his historic Civil War village. His *Mayor's Cup* tea is Elmwood Inn Fine Teas' signature blend.

Bruce's mission is to share the ancient ideal that *tea is a lifestyle - not a commodity*. It is my great pleasure to introduce Bruce Richardson.