

BENJAMIN PRESS & DOROTHEA JOHNSON PRESENT

TEA & ETIQUETTE[®]

TEA MASTERCLASS[®]

Tea is once again becoming a fashionable way to carve out meaningful time with family, friends, and associates. It provides a refined setting where we connect with others and savor quality time together. The growing popularity of this ancient beverage makes teatime a daily ritual appreciated worldwide and sipping a flavorful cup of tea is the perfect answer to today's search for a healthy lifestyle.

Tea & Etiquette[®] programs incorporate the latest in social and business etiquette with an appreciation of the cultural and historical significance of tea. To further the enjoyment of teatime, *Tea & Etiquette*[®] programs include modern manners for children and contemporary etiquette for adults. Each program features an easy-to-use script and reproducible handouts for your audience. It's the perfect way to increase the visibility – and profitability – of any tearoom, tea business, or etiquette class.

Tearoom owners and etiquette instructors have successfully used these programs around the world for over ten years. The 2008 edition is completely updated to include all the new information about the fast growing specialty tea market.

Authored by Dorothea Johnson and Bruce Richardson

TEN PROGRAMS FOR PRESENTATION

Afternoon Tea & Etiquette[®]

The tradition of afternoon tea is attributed to Anna, the seventh Duchess of Bedford in 1840. Tea progressed from a simple "drink with jam and bread" into a full-blown social event. Participants enjoy a fine pot of tea, traditional fare, and a refresher of dining etiquette essentials.

High Tea & Etiquette[®]

Finish the day with the most substantial of the tea meals. High tea is synonymous with an evening of hearty and traditional foods complimented by a selection of fine teas. An etiquette program precedes the High Tea meal.

Business Etiquette & Tea[®]

Today's savvy business person is aware that most business is conducted not at the conference table but at social functions. Discussing a project over tea is a popular alternative to the traditional business lunch or dinner. This seminar presents the latest social and business etiquette applicable to one's personal and professional life. Participants receive an illustrated workbook.

Mothers' & Daughters' Tea & Etiquette[®]

What could be more endearing than a shared cup of tea with one's mother or daughter! This is the perfect opportunity for grandmothers, mothers, daughters, and granddaughters to enjoy one another's company and at the same time learn the etiquette associated with teatime.

Victorian Tea & Etiquette[®]

The Victorian Era was opulent and extravagant. Afternoon tea parties were fashionable and knowledge of the social graces important. Enjoy tea while learning the etiquette of teatime today.

Valentine Tea & Etiquette[®]

Love and friendship go hand-in-hand with tea on Valentine's Day. An enchanting tea combined with etiquette is the perfect gift for a special person of any age.

Teddy Bear Tea & Etiquette[®]

This program is for the young and young at heart. Teddy Bear, a capital bear, treats his guests to an imaginary tea at the White House. Preparing for tea at the White House with Teddy Bear will demonstrate situations that call for knowing and using correct etiquette at tea time. Participants are encouraged to bring their teddy bears.

Tea & Etiquette with Alice[®]

For the adventuresome of all ages, we invite participants to explore Alice's exciting trip through Wonderland. Modern manners and timeless courtesies are interwoven throughout the program.

Holiday Tea & Etiquette[®]

To embellish any celebrated gathering, invite family and friends to tea. Enhance the holidays with a refresher of the social nuances associated with teatime.

Seasonal Tea & Etiquette[®]

Capture the essence of the changing season. The crisp days of Winter, the fragrance of Spring, the warmth of Summer, and Autumn's array of colors create tranquil times to enjoy life's bounty. Celebrate each season with tea and a refresher about the etiquette of teatime.



Dorothea Johnson is Founder of The Protocol School of Washington[®] and President of Dorothea Johnson Productions, Inc. She has presented etiquette and protocol seminars and briefings to more than 50,000 individuals worldwide. Ms. Johnson served as protocol advisor to The Joint Military Attaché School, Washington, D.C. She is the author of *The Little Book of Etiquette, Tea & Etiquette*, co-author of *The Power of Handshaking, Children's Tea & Etiquette*, and the column *Tea & Etiquette* for *TeaTime* magazine. As a frequent contributor to trade and business publications she ranks as one of the most widely quoted etiquette and protocol experts in the United States of America. Dorothea Johnson is **Resident Etiquette Expert for *The Ellen DeGeneres Show***.



Bruce Richardson is a writer, photographer, tea blender, and frequent guest speaker at tea events across the country. He spends much of his time educating Americans in the art of celebrating afternoon tea. He can often be found appearing on television and radio talk shows, or as a guest speaker at professional seminars such as The World Tea Expo. He has served on the Advisory Board for the Specialty Tea Institute (STI) and the Editorial Board of *Fresh Cup* magazine. Bruce travels the world researching new tea shops for the latest editions of his *Great Tea Rooms* books and the *Tea in the City* travel guides. He and his wife, Shelley Richardson are the owners of Elmwood Inn Fine Teas and Benjamin Press, located in Perryville, Kentucky.

Register online at <http://www.elmwoodinn.com/books/TeaEtiquette.html>

Purchase Price

Tea & Etiquette programs are sold only in sets as follows:

Any Four Programs

\$595.00

Bonus Gifts Valued at \$50: *The New Tea Companion, Children's Tea & Etiquette*

Any Six Programs

\$795.00

Bonus Gifts Valued at \$100: *The New Tea Companion, Children's Tea & Etiquette, Tea in the City: London, Tea in the City: Paris, Tea in the City: New York*

All Ten Programs

\$995.00

Bonus Gifts Valued at \$150: *The New Tea Companion, Children's Tea & Etiquette, Tea in the City: London, Tea in the City: Paris, Tea in the City: New York, The Great Tea Rooms of America, The Great Tea Rooms of Britain*

Elmwood Inn Fine Teas & Benjamin Press

PO Box 100 • Perryville • KY • 40468
(800) 765-2139 • (859) 332-2400 • Fax: (859) 332-7940 • www.benjaminpress.com

____ ***YES! Send the Complete Set of Ten Programs - \$995***

____ ***Set of Six (circle below) - \$795***

____ ***Set of Four (circle below) - \$595***

Afternoon Tea & Etiquette

High Tea & Etiquette

Business Etiquette & Tea

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Valentine Tea & Etiquette

Teddy Bear Tea & Etiquette

Tea & Etiquette with Alice

Holiday Tea & Etiquette

Seasonal Tea & Etiquette

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Kentucky residents, add 6% sales tax. Shipping will be added to your final invoice.