

KALON

HIDDEN GEMS OF TEA

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www.kalontea.com

WHO WE ARE

Kalon Tea

Kalon (n.): Ancient Greek for describing an existential existence of the fundamentals of beauty.

We are a self-owned and operated tea factory in Nantou, Taiwan. Since 1981, we have synthesized state-of-the-art technology and the knowledge of tea masters. Our teas embody the elements of nature and reflect the unique souls within all of us. We hope you enjoy discovering the multitude and depth of flavors in our Kalon Tea collection.



OUR STORY

It Began with a Sip of *Tea*

“It all started with a cup of magical tea that mystified my father so much, he quit his job in pursuit of replicating the taste of it. This led us on a journey that we continue on to this day.”

It all started with that cup of tea. Kalon’s founder is an avid tea lover. Originally an office worker from Kaohsiung, when he was 30 years old he drank a cup of tea with a special orchid fragrance that triggered something in him. He was shocked by the quality and immediately moved his family to Nantou, the birthplace of Dongding Oolong tea. In Lugu, he rented a tin roofed hut and devoted himself to learning the art of making tea. He made tea with a scientific spirit, there were no traditional obstacles for his experimental approach. In the beginning, he made a wish: “To make an extremely unique tea.” Later, his son and daughter established Kalon tea together. His son is in charge of production in Nantou, and his daughter is in charge of the marketing in Taipei. The style is inherently a slow advancement with extreme attention to quality and details. The brand was mapped out for over two years until it was officially launched in July 2019.



Tea Master, Co-founder
Andy Hsieh

Tea Master, Co-Founder
Cora Hsieh



KALON

est. 1981



HIDDEN GEMS OF TEA

Tea and Aesthetics

“The packaging and naming guidelines follow a spectrum of flavor and sensory reflections. It was designed to assign a specific name to the associated tea, creating a complete collection of classification.”

The process of developing a tea fragrance is like digging for rare gems, burying one's head into a pile of tea leaves just to discover new and fascinating flavors. In order to reflect the brand image of Kalon's tea scientists, the packaging utilizes imagery of the periodic table. This is to represent the systematic naming, and sets up exclusive numbers and names for each different gemstone aroma to establish a complete set of tea aromas. In addition, hidden inside the plain white box, you will be delighted to find the tea in a gem-like wrapping. Each flavor has its own exclusive color, shining with each unique and unforgettable taste memory.







003
—
Cloud Ember
—
浮雲焦糖 | キャラメルの雲



004
—
Silky Nectar
—
花蜜絨 | 絹の花蜜



005
—
Moon Ripple
—
月色涟漪 | 月の水切り



006
—
Lava Mist
—
熔岩迷霧 | 溶岩のミスト

零零零
000

JADE
AMBROSIA

仙饈

*"I dreamed the goddess poured
ambrosia over your head—out
of a ladle, whispers unsaid"*



零零一
001

LIQUID
SUNLIGHT

液體陽光

*"A flower cannot blossom
without sunshine, and man
cannot live without love."*



零零二
002

TWILIGHT
DEW

夜露

*"Tiptoeing twilight,
Before you pass,
Bathe light my spirit.
As dew bathes grass."*



零零三
003

CLOUD
AMBER

浮雲焦糖

*"Do advance the clouds of
brilliant ember, gently
cascading over one another"*



零零四
004

SILKY
NECTAR

花蜜絨

*"We search tree after tree
for sweet intimacy's nectar,
From silk cheeks that will be
our secret connecter."*



零零五
005

MOON
RIPPLE

月色漣漪

*"Looking in your eyes
light ripples disguise moonlights,
uncertainty reigns."*



零零六
006

LAVA
MIST

熔岩迷霧

*"The lava in their fiery cusps;
the 'season of mists
mellow fruitfulness"*

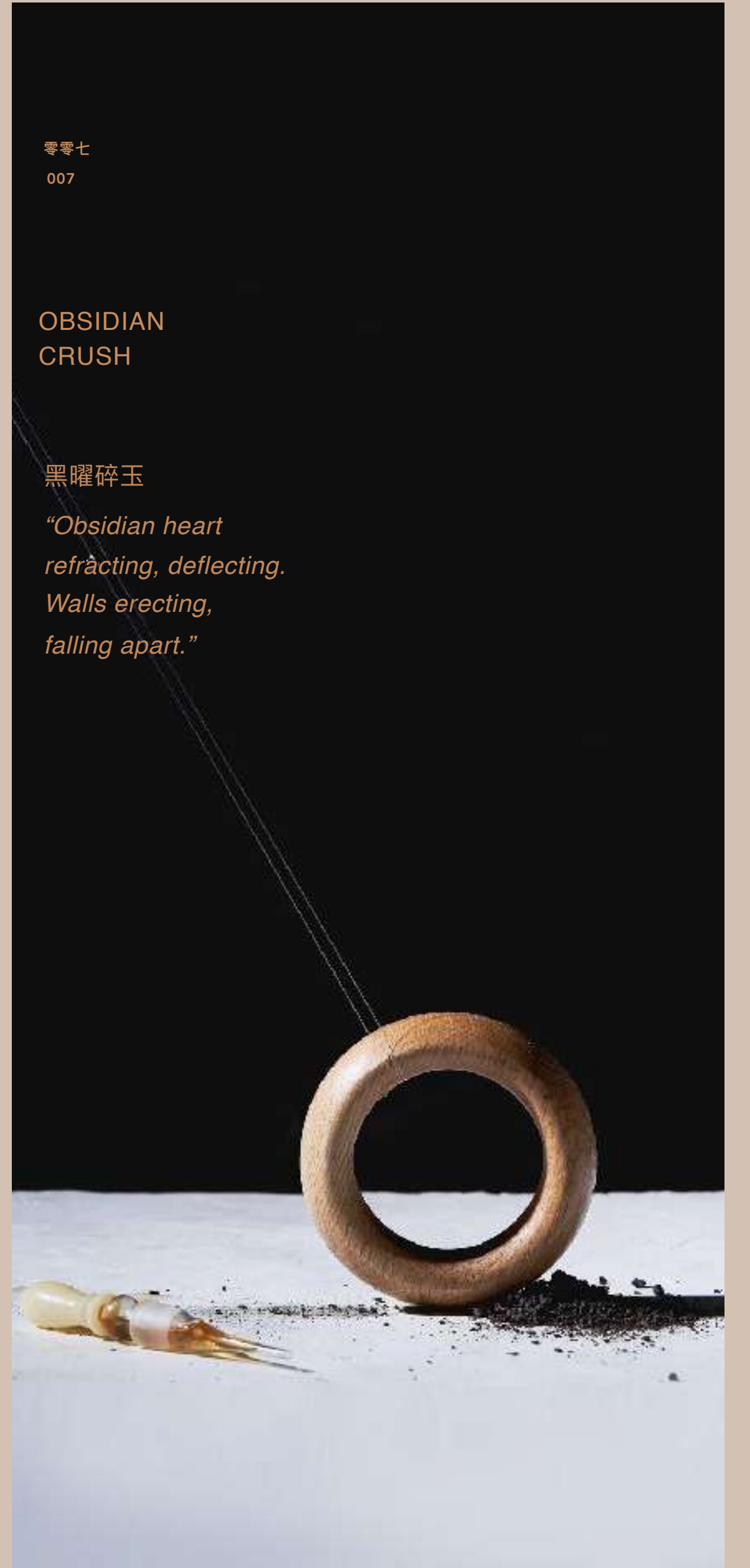


零零七
007

OBSIDIAN
CRUSH

黑曜碎玉

*"Obsidian heart
refracting, deflecting.
Walls erecting,
falling apart."*



INTERNATIONAL RECOGNITIONS

The World Green Tea Contest

"Kalon tea won the first prize in the world competition and the first prize in packaging. It combines plant physiology, moisture detection technology, fresh vacuum freezing and preservation technology, and high-efficiency maturation application technology. It has been highly considered and favored by the judges."

The World Green Tea Competition is held by the World Green Tea Association of Japan to select high-quality tea products and trendy new packaging, they also evaluate tea technology, foresight, and market suitability. The degree of influence can be called the "Oscar" of green teas. Kalon tea won three top gold awards and the first prize for packaging, historic accomplishment for Taiwanese tea. The award-winning teas "Silky Nectar", "Moon Ripple", "Lava Mist", and "Cloud Ember" are Taiwanese Jinxuan, Qingxin Oolong, and Small Leaf Oolong. They are made through meticulous craftsmanship and the use of the latest technology. Among them, the most representative of the spirit of Kalon tea development is "Lava Mist". The flavor is like cocoa, and it smells smokey. After sipping, it brings out the excitement like coffee.



INTERNATIONAL RECOGNITIONS

Espace Communes *in* Paris

Transport the tea mountain air from Taiwan to the ESPACE COMMINES contemporary art museum, known as the balcony of Paris.

Kalon tea was invited to the Marais district of Paris, France. Special tea products 001 Liquid Sunlight, 002 Twilight Dew were packaged with dry ice and delivered by airplane to the ESPACE COMMINES Contemporary Art Museum, known as the balcony of Paris. Kalon tea designed a blind test tea ceremony on behalf of Taiwanese tea. Combining aesthetics, science, and philosophy, through blind testing, tasting and drinking to experience the aroma of Taiwanese tea. On-site with costume designers, jewelry designers, artists, and Parisian directors, through the tea ceremony experience, you can find the treasured flavor, drink a sip of sunshine, and return to the innocent time of running barefoot on grass after the rain.



*CHEF COLLABORATIONS***Raw Taipei *with* Andre Chiang**

“I only drink one kind of tea, from a mad scientist, I recognize a lot of the spirit of Taiwan in this tea”

-Chef Andre

Chef Andre Chiang, the only Asian chef to be on both the Michelin, World 50 best restaurant award, and the world's top 100 famous chefs lists, was overwhelmed and delighted by Kalon tea in 2018. He personally went to Nantou to visit the Kalon tea house and started a collaboration with Kalon tea. The Kalon tea products are extended to display a variety of flavor combinations, the first RAW Restaurant (Michelin two-star restaurant) Tea Pairing, and the world's Top 50 bar, ROOM by Le Keif, created Kalon tea wine, expanding the possibilities of tea. Chef Andre uses Kalon tea to share Taiwanese tea's rich aroma and spirit in a sip of tea and bring it to the world.



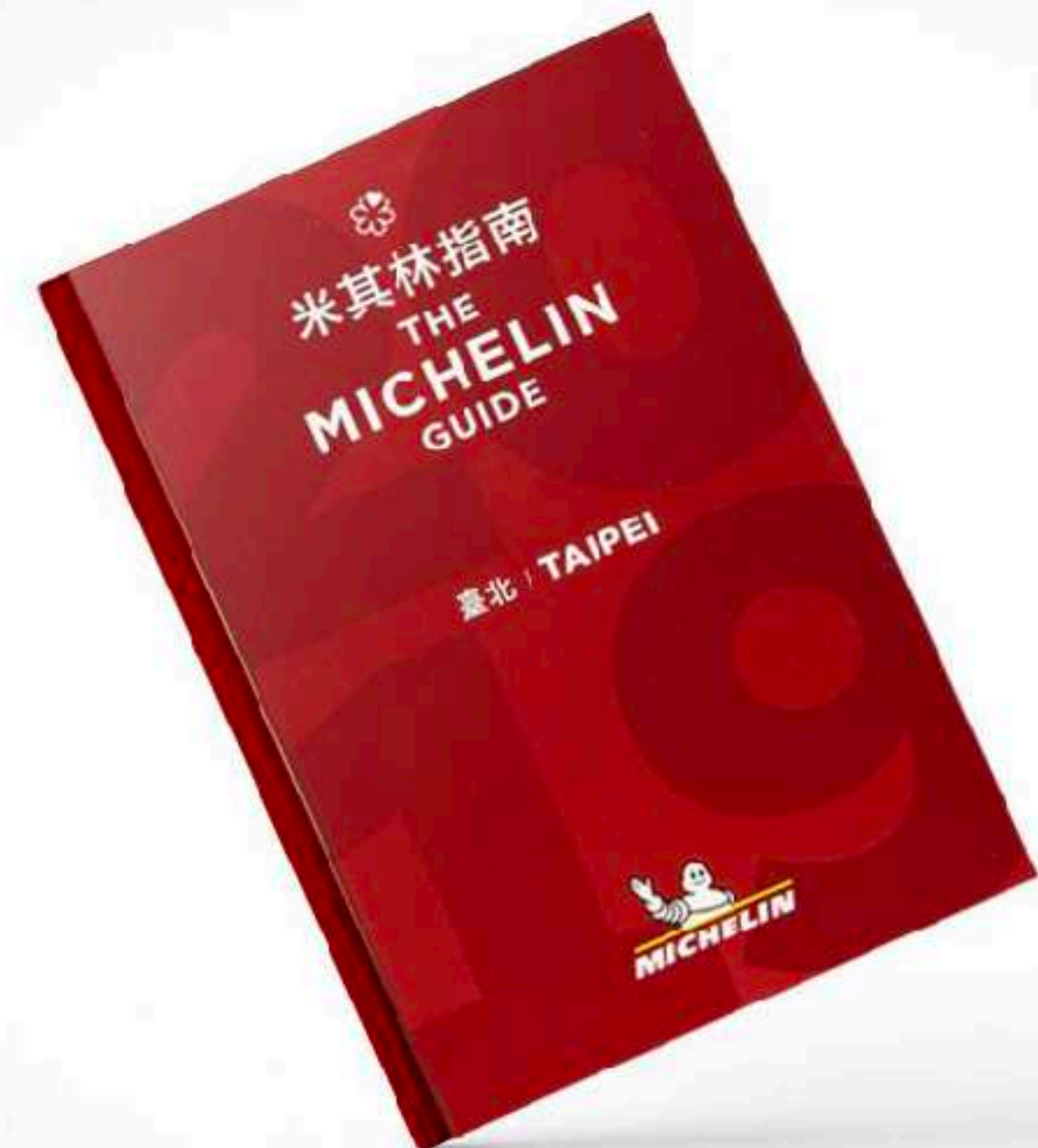
INTERNATIONAL RECOGNITIONS

The Michelin Guide, *Taipei*

“The drink mixed directly with oolong tea in the blender has a green color, a light and refreshing taste, and has a natural and distinct tea fragrance.”

-Michelin Guide 2019

After visiting Kalon tea house, Chef Andre chose 000 Jade Ambrosia, the tea product that best represents the spirit of RAW, and invested half a year in the development with his team. Finally, he decided to extract the tea directly with a juicer to retain the complete chlorophyll and nutritional value, and filter out the leaves. The remaining liquid in the glass is as pure as water. It is matched with a wind chime glass and ice cubes. It was first launched at the RAW 5th Anniversary Dinner. It was a sensation and was included in the Michelin Guide.



BAR COLLABORATIONS

ROOM by Le Kief

“A limited-edition tea wine made from Kalon 005 Oolong tea. You can at first smell the elegant tea fragrance when you drink it, and then you can experience wild ginger lily flowers in your mouth.”

-ROOM by Le Kief, The World's 50 Best Bars.

As one of Asia's 50 Best Bars and The World's 50 Best Bars, ROOM by Le Kief, with their mixologist, Seven Yi, known as a magician in the world of mixing and drinking, launched a limited tea wine made with Kalon tea 005 Moon Ripple oolong tea. "The fermented red of the serrated leaf edge releases the fragrant ripe fruit aroma, and the dissolved pectin is stacked on the surface of the yellow tea, full like a bright moon.", said by Seven Yi, You can smell the elegant tea fragrance first, and you can taste it after you sip it. The smell of white flowers and wild ginger flowers is like walking in the moonlight...



BRAND COLLABORATIONS

Taihu Brewery

“Kalon tea from Nantou, has undergone 40 years of intensive cultivation and has finally produced a legendary tea with a unique orchid flavor that has won many awards at home and abroad.”

- Taihu Brewery

Kalon Tea collaborated with Taiwan’s largest privately-owned brewery, Taihu Crafts, and its chief brewer, Winnie Hsu, who won gold in the International Beer Competition IBC, to create Kalon Tea’s first tea beer "Crouching Tiger Tibetan Tea". They used "Moon Ripple" of Kalon Tea No. 005, added grape juice, apple juice, and champagne yeast to create a champagne-like bubbly and slightly scented flavor. The first part is the rich tea aroma of pine and flowers. After entering the throat, it turns into a pure and long apple flavor, which blends perfectly with the fruity ester aroma from yeast, ushering in the slight astringent tannins like white wine.



CHEF COLLABORATIONS

Sichuan Moon at Wynn Palace Macau

“What we are doing is not evolution,
but revolution.”

-Sichuan Moon

Sichuan Moon in Wynn Palace Macau, which has won the award of two Michelin-starred restaurant twice in a row, “Sichuan Moon” has a “Tea Bar” composed of a team of professional tea masters. They used Kalon teas 005 Moon Ripple and 006 Lava Mist and created two customized teas using highest quality blend from our domain, custom made exclusively for Sichuan Moon’s most prestigious guests.



Thank you. Let's sip tea together.

*Take a moment.
Breathe deeply.
Relax your mind.
Let your senses take over.
Slowly sip your tea.
Let your journey of flavor exploration begin.*

— Cora Hsieh, Founder of Kalon Tea

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