



## **MEDIA ALERT**

**For Immediate Release**

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### **FORGET ABOUT \$4 TRIPLE SHOT, NO-FOAM SKIM LATTES: TEA IS THE NEXT BIG THING**

*The Pfister Hotel's Afternoon Tea Offers Modern Touches to a Centuries-Old Tradition*

MILWAUKEE, Wis., Mar. 23, 2009 – The movement toward the ritual sharing of tea as a way of forging business relationships was already well under way when the economy slid out from under all of us. The weakened economy has slowed down the pace of business negotiations, as individuals and companies proceed with greater caution, both personally and financially.

Now, more than ever, there is a need to get to know each other and develop a relationship and a basis for trust before going ahead with business deals and partnerships. Gaining insight into how the other person thinks and what motivates him or her, has long been valued by Eastern cultures. The formal aspects of a tea service give the participants the chance to relax, slow down, and focus on each other.

The Historic Pfister Hotel is well known in the Midwest for its Victorian Tea. For nearly 120 years, the hotel has offered a popular Afternoon Tea in its Lobby Lounge to guests and tea connoisseurs alike. Last year, under the direction of Troy Clarke, the Food and Beverage Director at The Pfister Hotel, a partnership with Liif Tea began to brew. The updated Afternoon Tea experience at The Pfister is unlike that of any other hotel. The tea features five Liif Teas and five menu options including a classic Victorian Tea, and has been moved to Blu, the 23<sup>rd</sup> floor lounge atop the hotel, which offers stunning panoramic views of Milwaukee and Lake Michigan. The tea is served Friday, Saturday, and Sunday at 3 p.m.

According to Mr. Clarke, "We started working with Liif Tea in June of 2008 as we were looking to refresh our Afternoon Tea program. We wanted a tea product that was superior to others and not found in other hotels. We became truly enamored of the Liif Teas. They were the perfect match for our new Tea program."

To further set apart The Pfister's tea experience and enhance the enjoyment of guests, the position of Tea Butler was created to facilitate the social and interactive tea experience. The Tea Butler's role is to speak about the varieties of tea, the countries of origin and unique flavors, the ways that tea affects mood and health, and to offer food and flavor pairing suggestions to go with the variety of tea.

The Tea Butler visits each table with a gueridon service trolley to explain the tea, discuss tableside blending options and offer tealeaf samples so the guests may enjoy the distinctive aromas of each variety. Guests are offered seasonal items to pair with their teas. Currently, fresh mint, dried mango, cinnamon sticks, apples, lemon and ginger are being offered. In the spring options will include organic fruits such as strawberries, apricots and cherries, along with other bright seasonal flavors.

The process of creating unique tableside tea blends provides a creative and personal experience. The Tea Butlers use an all-silver service, including a replica of an 18<sup>th</sup> century self-tipping teapot. To ensure that individual tea varieties are brewed to the correct temperature, individual brewing units are used for the different styles of teas.

A recent guest said, "We have traveled the world and never have we had such a great tea experience. The education about the product, the varieties of tea, the food and service make this a truly unique experience."

To make a reservation for Afternoon Tea at The Pfister, call: 414-273-8222.

Since 1893, The Pfister Hotel has combined world-class amenities with impeccable service. A member of the prestigious Historic Hotels of America and Preferred Hotels, The Pfister has been named to *Condé Nast Traveler's* Gold List of "World's Best Places to Stay," voted "World's Best Business Hotel," by *Travel + Leisure*, and awarded a Four-Diamond designation by AAA for the past 32 years. The 307-room landmark is located at 424 East Wisconsin Avenue, Milwaukee, Wis. For more information or to make reservations, call 414.273.8222 or toll-free 1.800.558.8222. Visit The Pfister Hotel's Web site at [www.thepfisterhotel.com](http://www.thepfisterhotel.com).

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