



TEFORIA

Your Perfect Cup of Tea Awaits

The Teforia Experience

Your Perfect Cup of Tea Awaits

A perfect cup of tea is more than a beverage. It's a complete sensory experience. The aroma of the leaves. The warmth of the cup in your hand. The look of the amber liquor.

A perfect cup of tea should be easy and uncomplicated—so you can enjoy your perfect cup as often as you want.

The Teforia takes the vast knowledge and expertise of generations of tea masters and combines it with modern science to deliver your perfect cup of tea—every time.

The Teforia Experience

- The Teforia is preprogrammed with hundred of recipes. Armed with the knowledge of generations of tea masters, Teforia delivers the perfect cup of tea every time.
- Using your own tea? Just answer a few simple questions about it and the app will find the best recipe for your infusion.
- Teforia teas are packaged in “smart” containers called Sips that protect the tea from air and light in order to avoid further oxidation after they have been packaged. An RFID tag is embedded into the label, which, once scanned, provides the machine with the specific recipe for that tea. Sips are shaped like the leaf in our logo and are 100 percent recyclable and 90 percent compostable.
- Every tea has a story to tell. Explore the Tea Pantry and get to know Teforia’s portfolio of rare and artisanal teas.
- Join the Teforia community. Explore fascinating tea stories, news, and innovations on the Teforia blog and social channels.
- Connect your app to the Teforia via WiFi.



The Perfect Cup of Tea

The Teforia provides the perfect set of variables to infuse any tea. Simply scan a Sips container or measure out your own tea, pour the leaves into the Infusion Globe, push the *Start* button, and let the Teforia handle the rest. You’ll never waste your beautiful tea leaves on a bland or bitter cup again.



Thoughtful Design

The Teforia is both functional and beautiful, delivering superior performance in a sleek, countertop-worthy design that will make serving tea a ceremony you can enjoy every day.



Any Tea You Like

Teforia’s partner farmers are committed to high-quality teas. Our teas come from small farms and old-growth forests far from toxins and pollutants. You can use the Teforia to enjoy your own tea, if you wish, using the companion app.

Meet the Teforia Infuser



1. Sips RFID reader

RFID reader to retrieve each tea's expertly crafted recipe from Teforia's Sips tea containers.

To start the infusion process, simply tap the Sips to the RFID reader (the Teforia logo on the top of the infuser).

2. Infusion Globe

A double-layered, insulated vessel with stain-resistant borosilicate glass on the inside and BPA-free impact-resistant plastic on the outside.

3. Status icons

Scanning, Infusing, Complete, Low Water, Start

These lights will glow to demonstrate the infuser's progress during the infusion—or to remind you to refill the water reservoir.

4. Carafe

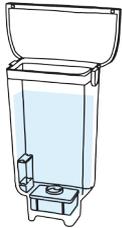
Stain-resistant borosilicate glass Carafe surrounded by high-impact, BPA-free plastic to withstand daily use and to keep tea warm and ready for sharing.

5. Start button

Starts the infusion process. You will hear a chime when the infusion begins.

Making Tea with Teforia Sips

This demo uses Teforia Sips containers. WiFi and a mobile device are not needed for this demo.



1. Fill the Water Reservoir

Fill with purified water and return to infuser, making sure the reservoir is properly seated. Make sure the rear power switch is turned “on.”



2. Scan the Sips

Place the lid of your Sips on the logo on top of your Teforia. The RFID tag in the Sips tells the infuser the perfect recipe for that specific tea. When the infuser recognizes the Sips, you will hear a chime.



3. Remove the Infusion Globe

Pull up the arm and turn the Infusion Globe counterclockwise to remove it from the infuser.



4. Prepare the Tea

Open the Sips container and enjoy the smell and beauty of the tea. Then, pour the leaves into the Infusion Globe and return it to the infuser.



5. Return the Infusion Globe

Turn the Infusion Globe clockwise to lock it into place, and lower the arm back onto the Infusion Globe.



6. Press the Start Button

Upon pressing the *Start* button, you will hear a chime and see the glow of the *Start* button. Note: If the light is no longer glowing, run the Sips over the reader again.

Demo Talking Points—Part 1

At this point your Teforia has started the infusion process, which will take three to six minutes. Now you can highlight the uniqueness of the Teforia experience with your customers.

The Perfect Cup of Tea

Microinfusions for Elevated Flavor

What makes the Teforia different is a process called “microinfusion.” Rather than infusing the leaves just once, the Teforia performs three to five small infusions. These micro-infusions accentuate desirable flavors while suppressing bitterness and astringency. The result is a rich, multi-layered liquor with an immense complexity of flavor.

A Sensory Experience

The tea-making experience taps into all five senses—the smell of the leaves, the sound of trickling water, and the sight of the leaves slowly unfolding. Our design respects this. The transparent Infusion Globe and Carafe let you watch the leaves dance as they transform the clear water into a richly hued tea liquor. The Teforia removes the guesswork—but not the enjoyment—from tea preparation.

World-Class Recipes

We spent years working with tea masters and growers to collect their recipes for coaxing rich and layered flavors from every varietal of tea.

The infuser comes with hundreds of recipes, and every time a new one is crafted, it is pushed to the Teforia automatically via the cloud.

Demo Talking Points—Part 2

Thoughtful Design

Teforia Carafe

The Teforia Carafe is designed to be functional art—as beautiful on the infuser as it is on any dining table. It has stain-resistant borosilicate glass on the inside and BPA-free high-impact plastic on the outside to withstand daily use. The double-insulated design can hold the tea at temperature for more than an hour—and you’ll never burn your hands.



Infusion Globe

The Infusion Globe is also double-layer insulated. The inside is borosilicate glass, which is resistant to stain and aroma. The Infusion Globe ensures that the tea leaves and liquor never touch anything but glass, keeping the infusion process pure. And, just like the Carafe, the Infusion Globe is surrounded with high-impact plastic, making it extremely durable.

Teforia Sips

Teforia teas are packaged in perfectly portioned containers called Sips that are recyclable and 90 percent compostable. Each Sips lid contains an RFID tag that allows the infuser to automatically recognize what kind of tea you’re infusing. Every Keepsake Box of 15 Sips containers includes a pre-addressed and stamped envelope so you can send the non-compostable lids back to Teforia for easy recycling. To compost the body of the Sips, simply peel off the lid. It can also be recycled anywhere that accepts Tetra-Paks (e.g., juice boxes).

Demo Talking Points—Part 3

Any Tea You Like

Your Tea or Our Tea

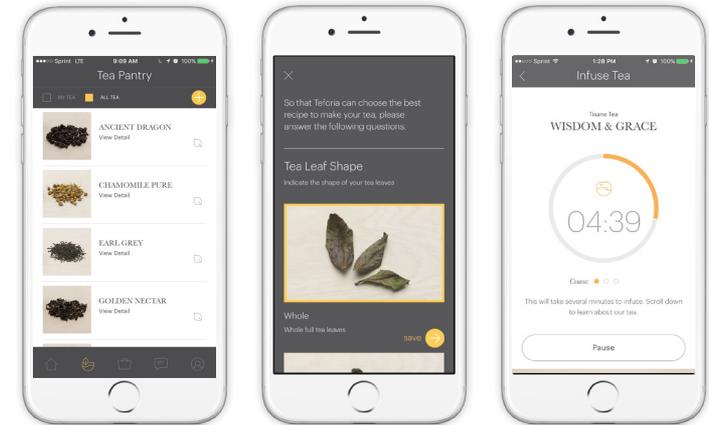
With the Teforia, you can use any tea you like. We work with tea growers from around the world to bring our users the best tea, crafted specifically for the Teforia experience.

The Teforia also is an open system and will work with any loose-leaf tea. All you need is a scale and the Teforia companion app.

Teforia Companion App

Available for iOS and Android devices, the Teforia companion app allows you to add your own favorite teas.

First, measure 4 grams of tea, pour the leaves into the Infusion Globe, and launch the Teforia app. Answer a few key questions about the size, color, and shape of the leaf and the Teforia will identify the best-suited recipe. Select “Infuse” on the app and your infusion will begin.



Save your teas in the app for convenient access, explore more about the Teforia portfolio of teas, delve into fascinating content, about the world’s tea cultures, and more in the immersive companion app.

Download the Teforia companion app at teforia.com/app.

Teforia's Icons

The Teforia icons only illuminate when the infuser is in use or if something is wrong. This guide will help you identify what processes are under way and resolve any issues.

Scanning

Soft Glow—The Sips has been successfully scanned.

Pulsing Glow—Teforia is not connected to WiFi.

Pulsing Red—The Sips has been scanned too many times. To infuse additional Carafes of this tea, use the companion app.

Infusing

Soft Glow—The infusion process is under way.

Solid Red—Check that the Infusion Globe is properly secured and that the arm is in the proper position.

Complete

Soft Glow—Infusion is complete.

Solid Red—The Carafe is missing or not securely in place.

Low Water

Pulsing Glow—The water level is low, but there is enough for the infusion to complete. Be sure to add water before the next infusion.

Solid Red—The water level is too low to infuse. Refill the water reservoir.

If the icon remains red with a full reservoir, remove the reservoir and re-seat it, making sure to secure it firmly.

Start

Soft Glow—Ready to begin infusion.

The *Start* button stays lit for several minutes to give you time to load the tea into the Infusion Globe.

*If the light goes off, just rescan your Sips. If you are using the app, hit the *Start* button and the Teforia will begin the infusion process.*

Pulsing Icons

 A pulsing red *Scanning*, *Infusing*, or *Complete* icon indicates an internal error. The Teforia will reset itself. The Infusion Globe will empty the water into the Carafe. Empty the Carafe before starting the infusion again.

If you power the Teforia off during this reset, the lights will continue to pulse after turning it back on until the Infuser has completed its resetting process, and run an infusion.

Clean & Care Instructions

Caring for your Teforia is easy. When you're ready to clean up, the Infusion Globe and the Carafe only need a quick warm-water rinse. For overall care and maintenance, please follow the instructions below.

Caring for the Teforia

- Please use the microfiber cloth and cleaning brush provided with the Teforia.
- Wash all of the components by hand.
- Do not place the Infusion Globe or the Carafe in the dishwasher.
- Only use mild detergent and warm water to clean the Infusion Globe, Carafe, and water reservoir.
- Do not use any abrasive chemicals or materials.
- Dry all components with the microfiber cloth.
- Run a cleaning cycle at least once a month to keep your Teforia operating in top condition.
- Visit help.teforia.com for more detailed information on the care and cleaning of your Teforia.

Carafe and Infusion Globe

- Between infusions of teas within the same varietal, clean with a simple warm water rinse.
- When switching teas with distinctive flavors, we recommend adding mild detergent and using the Teforia brush.
- It is important to remove wet tea leaves from the globe after as soon as you're done infusing. Leaving wet leaves for too long may encourage mold to grow.

Water Reservoir

- Clean weekly to maintain overall system freshness.
- To remove, open the lid on the top of the Teforia and pull up on the handle.

The Teforia Infuser

- To keep the Teforia looking spotless, just use water and the microfiber cloth to wipe down the exterior.

Tea like you've never tasted before.

