

## **Twinings tea**

A few quotes:

Love and scandal are the best sweeteners of tea. **Henry Fielding**

Tea is drunk to forget the din of the world. **T'ien Yiheng**

If man has no tea in him, he is incapable of understanding truth and beauty. **Japanese Proverb**

Tea is instant wisdom - just add water! **Astrid Alauda**

These are few of Giles's favorites; he has them all written down in a small tea stained book that goes with him wherever he goes.

Giles is one of the two main characters of this campaign, he adores tea - in fact he worships it. If there were a religion, he'd be there in the front pew eagerly awaiting communion.

To him tea is the true elixir of life, a primal infusion whose ritual unites the four elements earth, water, air and fire. He thinks the Alchemists all drank tea.

It is something that is to be sipped, sensed and savored and of course Twinings is it when it comes to Tea.

To him **Tea is for Twinings.**

On the other hand to our other character, Mark, tea is just... tea.

Mark is a fully-fledged member of the great 'unbrewed' that swirl around the great cup of life, ignorant of infinite benefits of tea.

His favorite tea quote is:

'Never trust a man who, when left alone in a room with a tea cozy, doesn't try it on. ' **Billy Connolly**

This said the two are best of friends, a friendship that probably goes right back to school - which may explain why in all else the two are complete opposites.

Giles sees enormous potential in Mark is determined to save Mark from himself, and truly believes that tea will be the conduit to find himself. Giles introduces him to Twinings tea, but in the interests of simplicity he always tries to drive home what each particular blend is for.

So Lapsog Souchong is for relaxing in the afternoon, Ceylon is for invigoration, Green tea is for health... finishing off with the reminder that 'Tea is for Twinings'.

The two play off each other, winding each other up in their own peculiar way.

For example:

**Giles:** What do you want?

**Mark:** That waitress.

**Giles:** Nooooo... (Accompanied by unsubtle eyebrow action)

**Mark:** Tea.

**Giles:** Earl grey, Ceylon, Assam, Chai, Lapsog Souchong?

**Mark:** No... tea.

You get the picture.

Giles and Mark are on a 'trip' in Asia. Giles as you might expect is driving, Mark is making a hash of the map reading.



**Giles:** Well?

**Mark:** Ummm (turns map upside down)

**Giles:** Concentrate! (getting wound up)

**Mark:** Turn right at the volcano

**Giles:** We're in India there are no volcanoes

**Mark:** Oh yeah... temple.

(Giles sees a temple and then the sign to the Darjeeling tea estates)

(Cut to them sitting down to a tea in tea shop)

(Giles sips his tea gratefully)

**Mark:** What is it with you and tea?

**Giles:** I like to think about what was going on the year the leaves were growing - the cool moist climate - the soil - the rainfall - the sloping terrain of these high mountains.

(They both look out over the green corduroy stretching out before them)

**Mark:** I like it's delicate aroma....a muscatel flavour and.... exquisite bouquet.... for the elevated feeling its richness gives you.

**Giles:** Okay big fella – appreciate the effort - but you can stop reading the box now. All you need to know is that Darjeeling is for the Afternoon.

(Mark puts down box of Twinings and takes a loud audible sip of his tea and starts humming)

**Giles:** Philistine.

A couple more from Giles's little book...

One sip of this will bathe the drooping spirits in delight, beyond the bliss of dreams.

-Milton

If you are cold, tea will warm you;  
if you are too heated; it will cool you;  
if you are depressed, it will cheer you;  
if you are exhausted, it will calm you.

- William Gladstone



A road trip needs a rental car, and the guys would probably have something like this one – a 1950 Chinese convertible. The car has lots of character, and has ironic Cool. It is important to have an open top car so that we can see the guys and so the guys can see the beautiful tea hills.

One of Mark's favorite word games, designed to relieve the boredom of driving and the absence of waitresses –and annoy Giles intensely is:

“Humilitea, Possibilitatea, Qualitea, Solidaritea, Abilitea, Equalitea, Individualitea, Serenitea, Insanitea, Confidentialitea, Vitalitea, Creativitea, Sportea, Claritea, Realitea Activitea, Longevitea, Impossibilitatea, Familiaritea, Humanitea, Puritea, Levitea, Longevitea, Immunitatea, Digestibilitatea, Electricitea, Sensualitea, Femininitea...Festivitea...”

The two after school went in completely different directions. Giles became a teacher; while Mark went through jobs like one night stands including Spot Welder, Trainee Ice Cream Salesman, Lifeguard, Bouncer, Landscape Gardener, Kids Party Clown and Spruker outside the pound store on George street, where he was spotted by a talent scout given a part in a soap, and now makes considerably more money than Giles.

Giles probably looks older naturally, although Mark looks as if he's led a life. They both enjoy life in their own way, Giles more intelligent, always seeing the spirit of the moment, while Mark just lives the moment without thought of the consequences.

We could have them in deepest Cambodia, visiting the ancient ruins of Angkor Wat on their way to find the rare Bergamot oranges whose oil is used to flavor Earl Grey. The invigorating flavour a suitable taste to go with the wonders around them. Mark points out that these places never have toilets.

In the blending tasting room we see dry leaves carefully weighed then laid out in containers on the tasting bench. We see boiling water being poured over and the brewed tea poured into tasting bowls. We see the tasters slurping the tea much as a wine taster does, before spitting it out

into a spittoon. Mark and Giles join in.



**Giles:** It takes five years to train as a tea tester. And then it can be a continuous learning process. Go on stick your nose in, get a sense of it.

*[Mark and Giles each sniff at the golden brown liquid in the cup]*

**Giles:** Just the faintest soupcon of vanilla.... . that's exalting.... . coaxed to its fullest expression.

**Mark:** You don't say.

**Giles:** Ahhh... Vanilla Chai is for soothing ones troubles away.

**Mark:** When can I get soothed.

**Giles:** Now.

*[Giles rolls the liquid around his mouth to assess the flavour before finishing it]*

**Giles:** *[suddenly troubled]* You're joking, right?

**Mark:** *[brushing a biscuit crumb from his top lip]* Whaat?

**Giles:** ARE YOU DUNKING?

They are on a tight budget and don't always stay in the best hotels, perhaps Giles is picking up the tab for this one.



Dressed in smart golfing attire, Giles is taking breakfast. In a room decorated in a neo-classical style with smooth weathered teak floors, clay tiles etc. A waitress is pouring English breakfast tea when Mark arrives with his golf jumper on back to front.

**Giles:** You're late! Feeling a little fragile perhaps?

**Mark:** *[in a low voice]* Mmm-hmm.

**Giles:** Well, this is exactly what you need.

*[the waitress pours Tea for Mark]*

**Mark:** [suddenly coming round] Now that's a woman who knows how to pour!

**Giles:** Gentle pouring oxygenises the tea and unlocks the flavours!

*[watching the tea gently swirling in the cup]*

**Giles:** Mmm, English Breakfast is for a glorious start. to the day.

**Mark:** *[watching the waitress sashay away]* Man! That's Tasty

**Giles:** *[staring at Mark]* YOU DOG.

Occasionally Giles gets a little poetic...

The soil.

The elevation.

The climate.

The sunshine.

The rain.

The tea.

Body.

Mind.

Equanimity.

Harmony.

Water.

Tea...

**Giles. M. Hammond Assam tea estates NE India**

Giles has a blog about him and tea, which is where we can find all these quotes, where he has been, with photos and a diary. He also sings the praises of Twinings, explaining all the benefits of each blend and how

there is one for each moment of the day.

Of course their exploits and journeys are recorded with Giles's own view on Mark's conversion.

Giles and Mark are at the side of a beautiful lake. Mark paddles while Giles sits back and looks at the tea he is carrying in a crisp white linen handkerchief

**Giles:** Only the freshest blossoms, the finest scented aroma....

**Mark:** [*sniffing his arm pits*] Uh-huh.

**Giles:** It's these young tips that have a lower concentration of caffeine and a higher concentration of antioxidants.

**Mark:** Anti what? Perspirant?

**Giles:** You Derelict!....That's why.... Jasmine is for maintaining a bodies-healthy-balance.

**Mark:** [*diving into the lake*] C'mon Giles, it's nice in.

**Giles:** [*shaking his head at the idea*] HELL NO! DID YOU EVER SEE FISH JUMPING ON THE ROOFS OF BUILDINGS???



One evening before tea they play a spot of Croquet on the lawns where the planters of the past would have invited friends to relax and play.



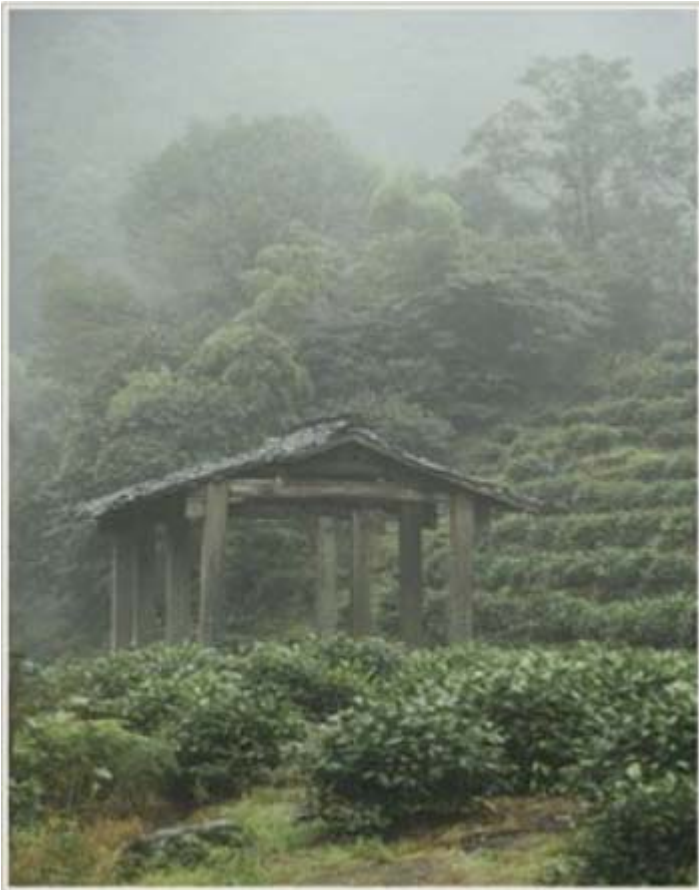
They take a train ride and have tea on board.



Or a temple...



Sit in a summerhouse under non-stop rain - over a metre a year!





Or visit a cemetery that surrounds a little church where British planters and their loved ones are buried - a reverend reminder to their pioneering spirit.



Our guys sleep out with the idea of waking up to the sound of bird calls and watch the mist rise over the lake, while shafts of sunlight streak through - it's a new day and the first to enjoy the pristine air and glorious outlook.

But In the morning they have hundreds of visitors. Thirsty ones.

Almost daily, hundreds of devotees make the six-hour trek to the peak, climbing thousands of steps to welcome the dawn - one of the most spectacular sights in Sri Lanka.