

Dilmah Tea
Inspired 21st Century
Next Gen Competition



Dilmah[®]

DILMAH

Local Identity
Tea & Food Pairings

morning

teh sio

Dilmah Elegant Earl Grey, Dilmah Elixir of Ceylon Tea Black Tea
with Mango, Soft Brown Sugar & Plum Vinegar

teh leng

Dilmah Pure Chamomile Flowers, Dilmah Elixir of Ceylon Tea Black
Tea with Mango, Passionfruit Syrup & Plum Vinegar

pumpkin kueh

Sweet soy sauce, Chinese slaw and Pumpkin Purée



meal period: **morning**

cultural

Most locals visit coffee shops near where they live. These are known as a 'kopitiam' in Singapore. It is the norm for Singaporeans to have a cup of coffee or tea, otherwise known as 'kopi' and 'teh', along with their breakfast.

The Teochew pumpkin cake, more locally known as pumpkin kueh is one of the more popular breakfast foods in Singapore.

It's part of the tea culture in Singapore, as a gentle pick-me-up in the morning to start off the day.

Majority of youths, including myself, have cold drinks to start off the day to energize, and this drink is inspired by the bottle drinks we can get at any coffee shop.

personal

I love my teas, and Earl Grey would have to be a personal favourite, and I knew I wanted to base the morning beverage on Dilmah's Earl Grey

Coming in close is chamomile, a subtle yet fragrant tea, especially Dilmah's. We love to have chamomile on a sleepless night, helping us to calm down and induce a good night's sleep.

Pumpkin Kueh was a dish that my grandmother used to make on rare occasions and because of that I was not able to eat it as often as I would have liked to. Thus, I decided to make this as I wanted to be able to eat it whenever I liked.

culinary

The pumpkin kueh is served with a sweet soya sauce that has a bit of sambal, a Chinese slaw, pumpkin puree and pumpkin chips.

The sauce provides some moisture and flavour to the savoury pumpkin kueh.

The slaw gives the dish freshness preventing it from becoming too greasy.

Pumpkin chips add texture to the dish and the puree adds to the pumpkin flavour.

mixology

Wanting to achieve balance – the mild tannic astringency from the strongly brewed tea is balanced by the fruitiness of The Mango Elixir, the caramel-like sweetness of brown sugar and the lifting acidity of plum vinegar all work together

meal period: **morning**

sustainability

Rather than throwing them away, we've decided to use the leftover tea boxes as part of the table set up. By covering them in newspaper and giving them a new finish, they can be made into reusable and stylish containers for props or other items for keepsake.

For the food, the pumpkin seeds were added into the lei cha dish and the trimmings were used to make the pumpkin puree.

tea

Both teas were brewed for 4.5 minutes, I wanted to ensure the teas were fully expressed without making them too overpowering or underwhelming.

The bergamot of Dilmah's Earl grey is perfumed, and its bright citrusy nature works well with the Dilmah Elixir of Ceylon Tea Black Tea with Mango.

harmony

Tea can be enjoyed in different ways in the morning, some preferring it to be hot or even cold. We believe we have managed to find both ways to enjoy Dilmah teas with these drinks and dishes.

Tea Tasting Notes

① Dilmah Exceptional Elegant Earl Grey



Citrus, floral and bitter flavour profile
Goes well with bold and bright ceylon tea.

Flavour of Bergamot tasted clearly, brings out excellent hints of malt, in a full-bodied black tea.

Strong and flavourful, it goes well with greasy foods, while still being a refreshing start to the morning.



② Dilmah Exceptional Pure Chamomile Flowers.

Gentle, relaxing, wonderful aroma, great for any afternoon tea time.

Can be served hot or shaken, iced.
Refreshing either way.

Has a light sweetness, soothing and calming effects.

③ Dilmah Exceptional Acai Berry Pomegranate and Vanilla.



Fresh sweetness, can taste the fruits, with a hint of vanilla.

Best served iced, perfect for a humid, scorching afternoon.

Slightly tart, would go well with desserts or slightly creamy dishes.