



For immediate release

Enjoy the refined elegant taste of Goh Tong Treasured Pu Er Tea at RWG

Premium tea named after resort's Founder perfect pairing this Mid-Autumn Festival

Genting Highlands, 13th August 2018 – This Mid-Autumn Festival, tea connoisseurs would take delight in the refined elegance of Goh Tong Treasured Pu Er Tea, a pride of Resorts World Genting that is definitely worth sipping on. With a rich aroma yet subtly sweet flavour and retaining its fragrant taste even after many refills, Goh Tong Treasured Pu Er Tea is considered one of the main highlights at Resorts World Genting as the tea perfectly complements the many mooncake offerings available throughout the resort.

First produced in 2007, the tea is named after Tan Sri Dato Seri Lim Goh Tong, the founder of the resort who was a tea aficionado himself. Originating from Yunnan Province, Goh Tong Treasured Pu Er Tea is made through fermentation and high temperature autoclave of Dayezhong Shai Qing Raw Tea produced only in specific areas of Yunnan Province. Just like most high quality teas created for enjoyment, relaxation and well-being, the longer the tea is stored, the more fragrant Goh Tong Treasured Pu Er Tea served will be.

Resorts World Genting rightly believe that the enjoyment of tea drinking is enhanced when the drinker has knowledge of the tea—at least a little of the history of the tea brand and the production process involved. There is good reason why tea has been an integral part of Asian cultures for centuries—and Resorts World Genting is more than happy to dispense knowledge where tea is concerned even as it sells its specially-crafted Goh Tong Treasured Pu Er Tea Cakes.

The history of tea

Tea lovers enjoy the beverage for its taste and health benefits such as aiding weight loss, improving digestion and reducing blood pressure. Tea is also believed to have anti-ageing benefits and contain antioxidants to detox the body system.

Purists, however, would also appreciate the history of tea, believing that such knowledge actually enhances their enjoyment of tea.

Tea has a history that dates back 5,000 years and China is the country that first discovered tea trees. A famous scholar in the Tang dynasty by the name of Lu Yu—aka the Immortal of Tea, the Saint of Tea and the God of Tea—was highly skilled in tea ceremony and wrote the world's first Tea Monograph. Tea has long been used for detoxification—as evident in what is known as the Shennong Legend—and the evolution of tea was documented through the centuries during the different dynasties, from Tang to Song to Yuan, Ming and Qing.

The history of Pu Er tea dates back thousands of years too—back in the days when tea was transported long distance in journeys that would take at least six months. Xishuang Banna's hot and humid climate resulted in a post-fermentation of the tea leaves being transported—leading to the unique style of Pu Er.

Know your tea

Whether green, oolong or red, tea is a beverage that deserves more than a fleeting glance—if enhanced enjoyment is what you seek. Fermented tea and non-fermented tea are vastly different. Non-fermented tea is greenish, smells like vegetable, and comes in fresh and natural flavours. Fermented tea, in comparison, is reddish brown in hue, and has a floral or fruity aroma and flavour.

The goodness of a tea brand depends on how the leaves are processed and packed. How tea leaves are processed determines their quality and different types of tea require different ways of processing.

There are two different production methods—raw or cooked, and the final product is a tea cake weighing 357 gm. Raw tea uses the natural way of fermentation by having the leaves placed in the right conditions at a specific location for a period of time. Cooked tea, on the other hand, uses the pile-fermentation process on raw leaves.

Green tea is made via a process that involves four basic steps—picking, pan frying, shaping, and drying. Oolong tea involves a longer process—picking, withering, rolling, pan frying, shaping, and drying.

Red tea, on the other hand, involves one stage that the other two do not include, and that is fermentation. Tea leaves are picked, withered and shaped before they are fermented, and following that, are left to dry.

An essential stage of the production process of Pu Er tea, fermentation involves bruising the leaves in order to initiate the oxidation process. Upon contact with air, the leaves are oxidised, causing partial loss of water content. Pan frying involves consistently stirring the leaves in order to achieve the right char texture on them.

What about the difference between raw tea and cooked tea? Cooked tea, commonly called brick or “tuo”, has leaves that are dark brown, chestnut or deep red in colour. This tea often has a sweet aftertaste. Raw tea comes in green, greenish yellow or golden yellow, and is more translucent. The taste is often described as sweet although it can rich and strong in flavour.

Processing tea cakes involves putting steamed tea leaves into bags. Each bag is compressed before its opening is tied in a knot. Heavy stones are also used at this stage; they add pressure to the bags, ensuring they are fully compressed. It takes between three and five hours to dry the bags, and following that, they are placed on a drying rack for two to three days before they are ready to be packed and delivered.

This Mid-Autumn Festival, Resorts World Genting proudly presents its very own Goh Tong Pu Er tea cakes, a perfect pairing for all the delicious authentic Chinese cuisine offerings available throughout the resort.

For more information, call +603 2718 1118 or visit www.rwgenting.com

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