Press Release

Tea Porcelain for the Modern Slow Living
My Tea Moment by KAHLA celebrates those precious moments of relaxation and recharging

Kahla, February 2016 – Tea time might be a British thing, but Germany is taking its very own tea break with My Tea Moment: at the Ambiente 2016, the German design brand KAHLA presents a series of beautiful, one-of-a-kind pieces for the quiet, relaxing moments of the day. Inspired by the natural colours of home-grown teas, the plates, cups and saucers feature a pale shade of green, red or yellow. Delicate leaf designs under the coloured glaze evoke the feeling of autumn. In Kahla, Thuringia, these designs are stamped on the porcelain body by hand with much attention to detail before the final firing. This way, every cup and plate, every mug or jug becomes a unique special personal favourite – reflecting the way of life of the 21st century and the desire for individuality and slow living.

New inspiration to pause
The new tea trend is part of a mindful alternative to our hectic everyday life. Just like people searching for a break from rigid routines, the KAHLA product designers also critically examined the standards behind tea. The result is a contemporary porcelain tea set that wants to be different – a little bit closer to real life. This begins with the size of the tea cups, which everyone can choose according to their preferred size – 0,25 l, 0,35 l or 0,45 l. Those who prefer transparency can opt for a double-walled tea glass, which is also part of the series: the glass shows the foam of lovingly prepared milk teas particularly well. The innovative whisper-quiet Magic Grip coating on the bottom ensures that cup or glass do not slip on the saucer. Therefore, KAHLA’s contemporary tea time saucer does not need a cup well, that traditional little depression in its centre. This is practical as the saucer now can also serve as a snack plate – a space-saving alternative to the My Tea Moment dessert plates. The standard, round-bodied teapot gives way to two tea jugs in two sizes with matching lids. A teapot warmer with a multi-purpose top piece completes the set.
Tea mugs for quick breaks

Those who truly have only little time for a break will perhaps opt for the convenience of a tea bag. And My Tea Moment offers a clever solution, because the tea mug has a small slit in the upper rim, which holds the tea bag string in place. No more fishing for the paper tag! The colour-changing velvety touch! sleeve of the mug retains the heat, rests comfortably in the hand and coordinates well with the other colours of My Tea Moment.

The natural way

My Tea Moment does not only look close to nature, it truly is. KAHLA hard-paste porcelain consists exclusively of the natural materials kaolin, quartz and feldspar, which are turned into porcelain in Thuringia. For the production, KAHLA uses state-of-the-art, resource-conserving technologies. The „KAHLA pro Eco“ mark vouches for the compliance with the strictest environmental standards. Something else that makes My Tea Moment even more environmentally friendly: the coloured glazes are produced as underglazes. This eliminates the second décor firing thus conserving even more resources.

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KAHLA is the design brand among the German porcelain manufacturers. The future-oriented concepts by in-house designers Barbara Schmidt and Lisa Keller and by other external creative designers received more than 90 international awards for outstanding product design. In addition to multifunctional programmes for private households, KAHLA offers a wide spectrum of classic and creative hotel porcelain as well as innovative promotional porcelain. Founded in 1844, the porcelain factory, which is based in Kahla in Thuringia, has been re-founded as KAHLA/Thüringen Porzellan GmbH in 1994 and is owned by the Raithel family since 2000. Together with about 300 employees, Managing Director Holger Raithel consistently prioritises sustainably produced porcelain “Made in Germany”. With the factory’s own photovoltaics facility, KAHLA converts solar energy into electricity. The „KAHLA pro Eco“ mark vouches for an environmentally friendly orientation.

### KAHLA My Tea Moment Theme

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<th>Five Senses, form: Barbara Schmidt Tea warmer top piece Plié: Lisa Keller</th>
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Yellow Balance  
Green Herbs  
Red Fruit Pleasure

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