

Now Available on iTunes • Subscribe and Save!

ML MAINLINE

INFORMED. SOPHISTICATED. RELEVANT.

**The Entrepreneurs:
How Five Business
Owners Survived
The Recession**

**New Series!
A Walk Through Town:
Wayne — Eat, Drink, Shop**

**Outdoor Design:
Rethinking Your Yard**

WWW.MAINLINEMAG.COM



LATE SPRING 2010

\$3.99

SHE STEEPS TO CONQUER

Still think silky tea bags are the ultimate? Peggy Stephens begs to differ with you. With over 10 years of experience in the loose tea business—a pioneer in fact, Peggy doesn't hesitate to say that the larger leaves of whole loose tea are more flavorful and fresher—better tasting, more complex, not astringent, not bitter. She even describes any tea you're likely to buy in teabag form as being more like tea dust. After five years of running the beloved Wayne Tea Shop, Peggy decided to expand her horizons and create a one-of-a-kind boutique in Center City. (The recently launched website enables her loyal Main Line fans to shop her store from their computer—her innovative “re-steap” recycling program allows customers to send back empty pouches for Peggy to refill and ship back.)

Intent on demystifying the tea buying experience, the canisters that line the walls are, for the most part, within reach. “It can be intimidating to walk into a store with everything up on the wall, off limits like gold,” says Peggy. “I wanted the teas to be accessible, not hidden behind a counter.”

Open a lid and inhale. Read the ingredients. Ask questions. Buy two ounces and savor about 25 cups' worth. With 2 teaspoons of tea per cupful, loose can be less expensive than bags. And Peggy makes the process easy—there are no tea balls or awkward gadgets. “No lead, no plastic, and lots of functionality” is Peggy Stephens' motto. Get yourself the cup shaped infuser that lines your mug and lifts out after your tea has steeped to your satisfaction.

With weekly deliveries directly from India and China, Peggy's teas are guaranteed fresh. And with over 140 to choose from, from white peony with rose to lavender lemon chiffon rooibos (a caffeine-free herbal), there is a tea for every taste. Peggy lets the flavor of her teas speak for her: “I don't hype the health benefits—there are too many claims. My thing is, tea makes people happy.”

Premium Steap, 111 S. 18th Street, Philadelphia, 215-568-2920, premiumsteap.com



Premium sellers: #1 overall in popularity is Earl Grey Fancy OP (orange pekoe); organic black with coconut is the #1 flavored tea.

Shop the store or online for beautiful gifts, like the essential mug—her biggest seller. And know that “\$24 will buy you a good functional everyday teapot that you'll have for years,” promises Peggy.