GINGER & MOORE

Britain has abandoned its favourite beverage. Where once a cup of tea was a staple of our lives, coffee now reigns supreme. With a coffee chain on every high street and our daily commute fuelled by lattes, espressos, frappuccinos and cappuccinos, it seems there is simply no room for the humble cuppa. Or so we thought. But Ginger & Moore is here to change all that.



We'll come to the tea in a moment, but there are so many unique aspects to Ginger & Moore, which opens at 6 Spring Bridge Road this month, that it is hard to know where to start. Walking into this tearoom - it is much more than a tearoom - is like wandering into your living room. Sofas line the walls beneath hanging mirrors and prints which lend a fresh feel without slipping into American coffee-house cliché. Seating is spread liberally across two floors, and all the interiors have been hand-selected and designed by Amy Wragg, who owns the business with her husband, Oli. Much of the interior has been hand-crafted by Amy's brother using reclaimed vintage materials. The abundance of space will go down well with Ealing's many young families.

If you fall in love with the décor, well, you can always take it home – not literally, but almost. "I'm from a design background," says Amy, who grew up in Ealing and lives with her husband and children near Ealing Broadway. "So, we thought it would be great to combine tea and coffee with interiors and homeware. If someone likes a piece of our furniture or décor, they can tell us and we can arrange to have one ordered to their home. We'll be refreshing the décor each season, which will hopefully allow us to keep the atmosphere fresh and vibrant."



Comfortably seated on one of Ginger & Moore's vast sofas, thoughts inevitably turn to the menu. And so, to Ginger & Moore's speciality – the tea. On the shelf behind the counter are no less than 14 flavours of tea, from Strawberry Lemonade and Fruit Salad to Gingerbread Chai and Mojitea – yes, a mojito-flavoured green tea (though, we are reliably informed this tea is alcohol-free). Morning Kick, a zesty yerba maté contains lemon and ginger – a shot of energy for a busy day.

Clearly, Ginger & Moore is about as far away from the image of the fusty British teashop as it is possible to get. This is tea with a twist. "Tea is traditionally associated with milk and two sugars, as strong as you can possibly drink –



builder's tea," says Amy. "And whilst we will definitely still be serving traditional tea with our aptly named Great British Cuppa, we want to offer people new and exciting options."

Oli adds: "The important thing for us is the quality of the tea. We have speciality teas and infusions that we will be changing seasonally. People often don't realise it is important that tea is brewed to perfection, knowing the exact time you should brew the tea for and the exact temperature. Different teas require different temperatures and brewing times so they are served perfectly."

Amy and Oli believe that at many coffee houses and cafes tea is an afterthought behind a vast array of coffee options. "When I go out I tend not to order tea because, when it arrives, it is often sitting in the bottom of the pot and really bitter," adds Amy. "We want to give our customers the best possible experience and allow them to enjoy a cup of tea that has been brewed to perfection. If it you order green tea, it needs to be treated delicately, brewed at 80 degrees and the leaves removed after 3 minutes. We wanted to make tea as important as coffee, to make our teas a little bit different and add a little intrigue, with combinations of flavours people might not have tried before.

"There is a perception with fruit teas that they smell better than they taste. We avoid that by adding real pieces of raspberry, strawberry and lemon. You could actually sprinkle Our Fruit Salad Tea on your granola! A lot of other flavoured teas will have synthetic flavours but all our flavours are natural."

So, is tea about to enjoy a national resurgence? "I think so," says Amy. "There is a real growth in the market, tea is becoming more fashionable and people are starting to have more fun with it."

There are many health benefits too in opting for tea over coffee. White tea and green tea, for example, are both high in antioxidants. Black tea and oolong tea are higher in caffeine but still a healthy alternative to coffee. Amy and Oli also serve matcha tea, a green tea which is one of the most antioxidant rich superfoods in the world, with three times the kick of an espresso! "We are offering delicious matcha lattes made with almond milk," says Amy. "Some of our flavoured matchas are really unusual, ranging from from our Supermatcha made with acai and blueberries to Turmeric Matcha and Rooibos Matcha and our seasonal Chilli Kale Matcha"

As if all that wasn't enough, Ginger & Moore also offer an array of sandwiches, snacks and pastries – we are reliably told the sausage rolls are among the best in west London – and while the tea might take centre-stage, the coffee is certainly not inferior. "We serve carefully selected fresh roasted speciality coffee and work closely with our roastery in Brixton." says Oli. "Our supplier sources their beans directly from the farms, so there is literally one person between us and the grower in South America. We want to keep everything as ethically-sourced as possible."

Information

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