

THE SCOTSMAN

Day in the Life: We spend a day with Erica Moore, founder of Edinburgh's eteaket tea

Erica tells us what she gets up to, from mornings swims to evening novels

By [Gabry Soutar](#)
Wednesday, 7th April 2021, 4:45 pm



Erica Moore of eteaket

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Erica Moore founded eteaket in 2008 – and discerning tea lovers are flocking to her tea room and store. Picture: eteaket

Just eteaket: the Edinburgh entrepreneur that's shaking up the tea scene

Sean Murphy June 19, 2019

Drink, in the News

Edinburgh-based eteaket are changing people's views on what's possible with this traditional British drink, finds Sean Murphy.

Tea designed for Scottish tap water becomes a bestseller... abroad

Edinburgh firm Eteaket has online order from all over the world



By [Hamish Burns](#)
16:50, 20 JUL 2020



The Insider Jul 2020

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Mrs Bite chats to **Erica Moore** *Eteaket*



Why Tea?
Whole leaf tea tastes amazing, it's good for you in so many ways and it's incredibly versatile and exciting.

What is your vision for Eteaket?
To encourage people to live life with more joy and purpose through the power of whole leaf tea. That enforced 1 min pause while you wait for your tea to brew can be very powerful if you make it work for you. We want as many people as possible to join this mission and are experts at helping other hospitality businesses supercharge their tea offering.

What is your favourite tea and why?
My favourite tea varies at different times of the day and with the seasons but if I had to pick one it would be our new Celtic Kombu Matcha. It's a blend of premium Japanese Matcha with hand-harvested Scottish Kombu kelp. You can use it in so many ways to give you an energetic and healthy boost. It's great just before a run and in cookies afterwards.

Who would you most like to share a cuppa with and why?

I'd most like to share a cuppa with Chrissie Rucker OBE, Founder, The White Company & Founding Silver Patron of Women Supporting Women because she's such an inspiration and as a fellow supporter of The Prince's Trust and I could learn so much from her.

What is the best place you have ever drunk tea and why?
Sun Moon Lake in Taiwan with some local tea growers because it was such a magical setting and really brought home the power of tea to connect people.

Who is your tea hero/heroine?
Women tea pickers all over the world who work so hard to allow us to enjoy awesome tea.

What is next for Eteaket?
We're helping more and more hospitality businesses provide great, exciting, ethical and plastic free tea so we can encourage each other to live with more joy and purpose.

Tell us a tea joke
What do you call a dentist who doesn't like tea? Dentist!

What is your favourite tea gadget?
Our new plastic-free, self-fill tea bags – everyone can now easily switch to loose leaf tea. No excuses.

What is your idea of a romantic dinner?
Dinner on a beach at sunset with a Chocolate Alysia Tea Cocktail or two, a roaring fire and toasted marshmallows.



Aug 2019