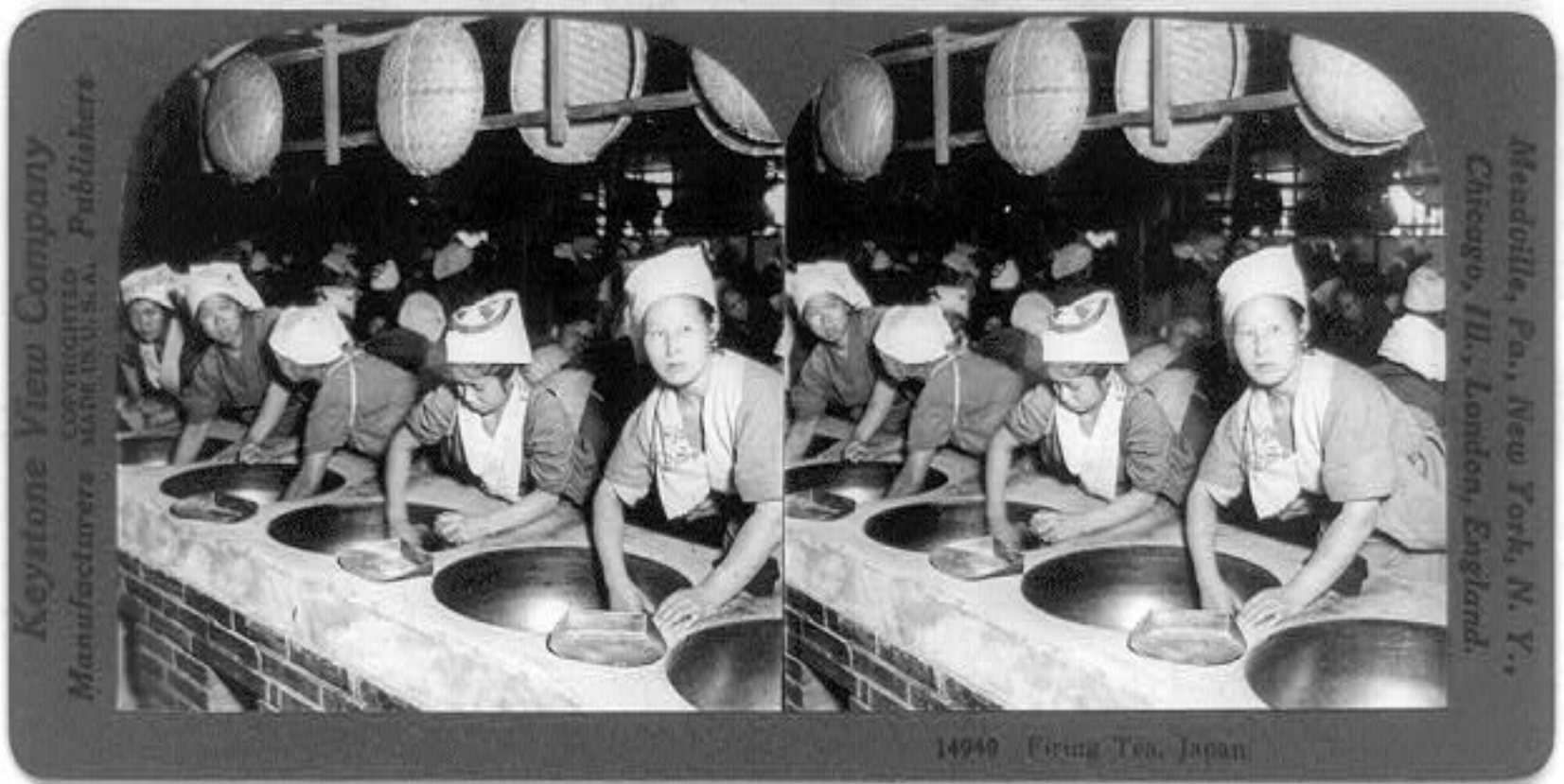


The Allegheny College History Department
presents guest speaker

Robert Hellyer, PhD

Associate Professor of History at Wake Forest University

"The Making of Japan Tea—Green Tea's Journey Across the Pacific, 1860 to 1960"



Soon after the Meiji Restoration of 1868, Japan dramatically expanded green tea production—especially of high-quality *sencha*—to meet demand from the United States, then a green tea consuming nation. This presentation will explain how that production helped to ease social tensions following the conflicts and reforms of the 1860s and how the tea trade played an important role in Japan's overall foreign trade in the late nineteenth and early twentieth centuries.

It will also detail the ways in which a change in American tastes—the embrace in the 1920s of black teas produced in South Asia—brought a decline in Japanese tea exports to the United States. Facing a glut, Japanese tea merchants aggressively marketed *sencha* at home for the first time, emphasizing its health benefits. As a result, more Japanese came to consume *sencha* on a daily basis, helping to make it Japan's definitive daily beverage.

Monday, February 24 • 12:15-1:30 • Campus Center 301/302

Lunch will be provided • Funded by the William Beazell Memorial Fund
For more information, contact Professor Pinnow (kpinnow@allegheny.edu)