



About the FORMAY tea:

All FORMAY teas are from its own tea garden (Single Estate tea) and exhibit well-balanced characters of Theaflavins and Thearubigins for outstanding taste, aroma and color. The tea leaves are harvested from April to July. Different types of FORMAY tea are:

- 1.FORMAY First Flush, April tea - Made with fine young tea leaves harvested before April 20 (FOP grade)
- 2.FORMAY Second Flush, May tea - Made with young tea leaves harvested in May (OP grade)
- 3.FORMAY Summer Flush, June tea - Made with tea leaves harvested in June (OP grade)
- 4.FORMAY Autumnal Flush, July tea - Made with tea leaves harvested in July

Tea Pension (Bed and Breakfast):

The Estate operates Bed and Breakfast and tea-enthusiasts can experience Korean living culture and explore tea fields of CHUNBO DAWON as well as tea fields of Boseong County and surrounding areas.



Introduction on Chunbodawon / 천보다원 소개

History / 연혁

- 2000 Chunbo Dawon was established at Hoecheon-myeon, Boseong-gun, Jeollanam-do  
전라남도 보성군 화천면 천보다원 설립
- 2003 Chunbo Dawon retail stores opened and operated  
천보다원 직영 매장운영
- Chunbo Myung Tea was launched as a Chunbo Dawon brand  
천보다원 브랜드 천보명차 런칭
- 2007 Another brand of Chunbo Dawon, Owole was launched  
천보다원 브랜드 오월에 런칭
- 2008 Pension Owole opened (www.owole.co.kr)  
펜션 오월에 운영 www.owole.co.kr

Prizes, Awards and Certificates / 수상 및 인증

- 2004 Excellence Award at the first Korean tea cupping competition (agriculture and forestry no. 49693)  
제1회 대한민국 차 품평회 우수상(농림 제49693호)
- 2009~2015 National organic certification awarded by U.S. FDA  
미농무부 국가유기인증
- 2009~2015 European organic regulation certification  
유럽 유기법령 인증
- 2009~2015 Japanese organic regulation (Organic JAS) certification  
일본 JAS 법 유기인증(Organic JAS)
- 2010 Prize for Excellent Quality awarded by Korean Tea Culture Association  
한국차문화협회 우수품질상
- 2004~2011 Certification for pro-environmental agricultural products (No.15-10-1-5)  
친환경 농산물인증(제15-10-1-5호)
- Certification for processed organic food (organic002-00135)  
유기가공식품인증(유기002-00135)
- 2013. 7. 1 The Grand Prize at Boseong County fermented tea (black tea) cupping competition  
보성군 발효차(홍차)품평대회 최우수상 수상<보성군 제276호>
- 2014. 9. 14 The Grand Prize at the Seventh Korean tea cupping competition (agriculture and forestry no. 87991)  
제7회 대한민국 차 품평대회 대상 수상<농림축산식품 제87991호>

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CHUNBO DAWON / 천보다원

CHUNBO DAWON, known also as 'Heavenly Treasured Tea Estate', is located in the southern region of the capital of Korean Green Tea, Boseong County. The Estate, situated in the tea-mountain areas of 400m altitude on 45 degree hills, is exposed to continuous southern sea winds and misty fog in the mountains, ideal for natural tea plantation and its unique tea characters.



The Estate carries on the traditional hand-tea making method. The tea trees are naturally grown and only the buds and fine young tea leaves are selected to make its well-recognized and award winning teas



For its outstanding taste, aroma and color, the Estate won the Grand Prize at the 2013 Boseong Fermented Tea (Black Tea) Cupping Competition with its black tea (FORMAY tea) and the Grand Prize at the 2014 Korean Tea Cupping Competition with its green tea. Other awards include the Excellence Award at the Korean Tea Cupping Competition in 2004, and the Excellent Quality Tea Award from Korean Tea Culture Association in 2010.



All teas from the Heavenly Treasured Tea Estate are Single Estate teas. The Estate maintains Bio-certifications for Korea, Japan, European Union, and the USA. Specific certifications are: USDA-NOP, EU Organic Farming, JAPAN Organic JAS, KOREA Eco-Friendly Agriculture Certification (15-10-1-5) and Organic Processing Certifications (002-00135).



By adding 'heart' to human five senses, we have grown and made 'Chunbo Myung Tea'.

오감(五感)에 마음을 하나 더하여 육감(六感)으로 만들었습니다.

'Chunbo Myung Tea,' made only with 'two fine young leaves' are harvested from naturally grown 35 years old tea trees in the most optimum area of Korean tea fields, above 400m from the sea level, on 45 degree hills, exposed to an average annual rainfall of 1200mm with great soil conditions. The temperature stays above 10 degree Celsius even during the winter season. The young tea leaves undergo the traditional tea-making method for its superior taste and aroma.

천보명차는 한국 차 재배의 최적지인 해발 400m의 고도와 평균 45도의 경사지에 년 평균 강우량 1200mm이상으로 토질이 좋으며 겨울철에도 기온이 10℃이상 유지되는 천혜적인 자연조건에서 자란 35년생 자생차 나무에서 정성스럽게 손으로 어린 새잎을 2엽 만 채취하여 전통적인 차 제다법으로 생산한 맛과 향이 뛰어난 전통수제차입니다.

## Green Tea / 녹차

'Chunbo Myung Tea' is made by the traditional hand-tea making method of hand-fired on cauldron, rolled on straw-mat, and naturally dried to create its unique and exceptional taste and long lasting aroma. The fresh dew on tea leaves, naturally grown tea trees continuously exposed to the cool sea-wind of Korea's South sea and misty fog in the mountains make it exceptional tea of nature and organic.

천보수제명차는 가마솥에 덖어 명석에 비비고 자연 건조시킨 전통적인 제조방법으로 제다하므로 맛과 향이 뛰어나고 마신 뒤에도 차향이 오랫동안 입안에 머물러 있습니다. 천보명차는 시원한 남해의 해풍과 안개속에서 이슬을 머금고 자라는 자생차 잎을 따서 만든 무공해 자연식품입니다.

## Black Tea / 홍차

The FORMAY black tea, made with fine young tea leaves of Korean tea trees, undergo the orthodox tea-making method of withering, rolling, oxidizing, drying and grading from April to July. The teas are organic and natural and there are two types of FORMAY teas - whole leaf tea and tea bags. All teas are from its own Estate (single-estate teas).

ForMay 홍차는 한국의 전통 차나무잎으로 정통 제다법인 시들리기(Withering), 유념(Rolling), 발효(Fermenting), 건조(Drying), 선별(Grading) 방식으로 차잎을 채취시기와 차잎의 어린순으로 만들어 4 월 부터 7월까지 만든 잎차 (whole leaf)와 tea bag으로 무공해 자연식품입니다. 모든 제품은 단일 (Single) 농장 차입니다.

## 'Chunbo Myung Tea' Green Tea / 녹차



### Chunbo Myung Tea Woo Jeon / 천보명차 우전

-Highest grade hand-made green tea using only fine young tea leaves harvested before April 20th/21st  
 곡우(4월 20일 ~ 4월 21일) 전에 아주 어린 차잎 순만을 따서 만든 최상급 수제녹차  
 -Origin: Boseong, Korea (100%)  
 원료명 및 함량 :보성산차엽 100%  
 -Net Weight: 40g / 내용량 : 40g



### Chunbo Myung Tea SaeJak / 천보명차 새작

-High grade hand-made green tea using only young tea leaves harvested on or around May 5th 곡우에서 입하(5월 5일)경에 따서 만든 상급 수제녹차  
 -Origin: Boseong, Korea (100%)  
 원료명 및 함량 :보성산차엽 100%  
 -Net Weight: 40g / 내용량 : 40g



### Chunbo Myung Tea JoongJak / 천보명차 중작

-Quality grade hand-made green tea using tea leaves harvested in mid-May 5월중순경에 따서 만든 중급 수제녹차  
 -Origin: Boseong, Korea (100%)  
 원료명 및 함량 :보성산차엽 100%  
 -Net Weight: 40g / 내용량 : 40g



### Chunbo Myung Tea DaeJak / 천보명차 대작

-Hand-made green tea using tea leaves harvested in mid to end of May 5월 중순부터 5월 하순까지 생산되는 수제녹차  
 -Origin: Boseong, Korea (100%)  
 원료명 및 함량 :보성산차엽 100%  
 -Net Weight: 40g / 내용량 : 40g



### Chunbo Myung Tea Tea leaves / 천보명차 엽차

-Hand-made roasted 'tea-leaves' tea consumed instead of roasted barley tea  
 보리차 대신 끓여 드실 수 있는 덩음 수제엽차  
 -Origin: Boseong, Korea (100%)  
 원료명 및 함량 :보성산차엽 100%  
 -Net Weight: 100g / 내용량 : 100g



### Chunbo Myung Tea Powdered Tea / 천보명차 가루

-Origin: Boseong, Korea (100%)  
 원료명 및 함량 :보성산차엽 100%  
 -Net Weight: 100g, 300g / 내용량 : 100g, 300g

## 'Chunbo Myung Tea' Black Tea / 홍차



### FORMAY First Flush Estate, April tea / 4월차

-Whole leaf tea made with fine young tea leaves hand-picked on or about April 20 (FOP grade) 4월 20일 전후에 어리고 부드러운 잎으로 만든 잎차 (FOP급)  
 -Net Weight: 40g / 내용량 : 40g



### FORMAY Second Flush, May tea / 5월차

-Whole leaf tea made with young tea leaves hand-picked in early May to late May (OP grade) 5월초에서 말경까지 손으로 따서 만든 잎차 (OP급)  
 -Net Weight: 40g / 내용량 : 40g



### FORMAY Summer Flush, June tea / 6월차

-Whole leaf tea made with tea leaves picked in middle of June (OP grade) 6월중에 채취한 잎차(OP급)  
 -Net Weight: 40g / 내용량 : 40g



### FORMAY Autumnal Flush, July tea / 7월차

-Whole leaf tea made with tea leaves picked in middle of July. Whole leaf tea and tea-bags are available. Both are optimally harmonized with Theaflavins and Thearubigins to produce its well balanced and superb taste, aroma and color. 7월중에 채취하여 만든차로 (T/F) Theaflavins과 (T/R) Thearubigins의 적절한 혼합으로 맛, 향, 색이 절묘한 잎차  
 -Net Weight: Whole leaf tea 40g, 'Pyramid' Tea Bags 1.5g \* 10ea (15g)  
 내용량 : 잎차 40g, 피라미드 Tea Bags 1.5g \* 10ea(15g)

## Cosmetics / 코스메틱



### Green Tea Soap of May. / 오월에 녹차를 담은 비누

-Boseong's organic green tea powders combined with Jojoba seed oil, Apricot seed, and additional natural seed oil  
 원료명 및 함량 :보성산유기농 녹차분말, 호호바씨오일, 살구씨오일 외 3종  
 -Net Weight: 110g \* 3ea, 110g \* 5ea  
 내용량 : 110g \* 3ea, 110g \* 5ea

### Seven Reasons Why Green Tea is Good for Your Skin/ 녹차가 피부에 좋은 일곱가지 이유

- Promote skin elasticity (피부 탄력을 높여줌)
- Calming-effect (진정효과)
- Whitening-effect (미백효과)
- Anti-bacterial effect (살균작용)
- Anti-aging effect. (노화방지)
- Soothing-effect (보습작용)
- Aromatherapy effect (아로마테라피 효과)



Estate Owner: Mr. Moon Pyung-Sik / 대표: 문평식