

Luis is a 39 years old married man of Portuguese origin and father of three young girls. Each evening Luis spends the last half an hour of his day relaxing in the family room drinking hot tea. An admirer of the Japanese tea drinking ceremony, Luis says that drinking tea at this time of the day is almost a ritual, it marks the end of a long working day, and he finds the hot drink very comforting before going to bed.

Luis doesn't have any particular preference over one tea type or another, but he is set on a particular teacup that he received as a gift from a Japanese friend. The cup is made of glazed clay, doesn't have any handle and it is about a cup size. When asked why he prefers that cup and not a bigger perhaps more comfortable mug, Luis comments that the disadvantages I see on a cup versus a mug are precisely the reasons why he prefers the latter. The smaller cup has to be refilled often and he loves the sound of the tea pouring out of the tea pot. Holding the cup allows him to feel the heat better. It is all about the experience he says, it is not so much the tea.

Luis prepares the tea in a regular whistling tea kettle that he bought at Target. He doesn't like the kettle that much though, the handle gets too hot. Luis places the tea bags in the teapot while the water is still cold. He comments most people tell him this is the wrong way to do it, but he can't really tell any difference in flavor. He pours the tea directly from the kettle he used to boil the water and brings the kettle with him for more servings later on.

Luis is often accompanied by his wife, but he doesn't think of his tea ritual as a social or entertaining experience. It is all about the sound of the water pouring in the silence of the evening after a hectic day. It is about the comfortable pijama he normally wears while drinking the tea sitting in the couch with dim lighting.

Luis drinks his tea without any milk or sugar, and he doesn't eat anything with it. He rarely drinks tea at any other time during the day, only at some Asian restaurants. He doesn't have any particular brand loyalty, any brand is fine. Luis prefers coffee to stay awake during the day, and he doesn't consider iced tea a kind of tea.