

## #15 臺灣烏龍茶在玫瑰之城 Formosa Oolong in the City of Roses

美國波特蘭世界博覽會(官方正式名稱爲「路易斯和克拉克百年紀念博覽會」Lewis and Clark Centennial Exposition)籌備歷時約10年，於1905年6月1日開幕，日本於博覽會上擁有一獨立區域，宣傳明信片寫著「來自福爾摩沙烏龍茶商的問候(Greetings From Formosa Oolong tea Parlors)」，提供參觀民衆一份免費紀念茶包，即是來自臺灣的烏龍茶。

對日本政府而言，統治與建設臺灣耗費心力與預算，希望臺灣藉烏龍茶打出名聲、強化外銷，能從此次博覽會中探見。

The Lewis and Clark Centennial Exposition took approximately ten years to plan and opened to the public on June 1, 1905. Japan was designated a separate area at the event, and printed on the promotional postcard are the words “Greetings From Formosa Oolong Tea Parlors.” Visitors were given a free package of Oolong tea from Taiwan.

The Japanese government spent immense efforts and money governing and laying out construction in Taiwan. Therefore, they wished to make a name through Taiwanese Oolong tea and strengthen export, a goal which is seen in this exposition.



波特蘭世界博覽會臺灣烏龍茶明信片  
(臺灣文獻館典藏號：00004864022)

Promotional postcard of Formosa Oolong at the Lewis and Clark Centennial Exposition (Taiwan Historica Collection No. 00004864022)

## #5 乾一杯熱情南美馬黛 South American Mate Tea: Bottoms Up!

馬黛茶(Mate)是盛行於南美洲亞熱帶地區的草本植物茶，含咖啡因，主要成分爲巴拉圭冬青葉，與一般茶葉的飲用方式大同小異，將乾燥的葉子浸泡在熱水，作成茶湯，熱水沖泡後，碎葉與葉梗會浮在水上，像一層厚碎木屑漂於茶湯之上，所以需藉助「吸匙」來濾葉，是阿根廷、烏拉圭、巴拉圭及巴西等地流行的飲品。

Mate is a type of herbal tea that is prevalent in the subtropical regions of South America. The tea contains caffeine, and its main ingredient is Paraguayan holly leaves. Its preparation method is similar to most tea, in which the dry tea leaves are infused with hot water. Later, the broken leaves and stems will float on the surface of the tea, which is removed with a “bombilla.” Mate is a popular beverage in regions including Argentina, Uruguay, Paraguay, and Brazil.



巴拉圭彩繪木牌  
(080000000132C)

- 致贈者：玻利維亞和平統一中國促進會會長楊啟周
- 致贈年代：2008
- 受贈者：馬英九總統
- 尺寸：38X1.5 cm

### Paraguayan painting on wood

- Presented by Yang Chi-Chou, president of the Promotion of China Re-Unification Society in Bolivia in 2008
- President Ma Ying-Jeou Collection
- 38x1.5 cm



巴拉圭馬黛茶具組  
(080000001013C)

- 致贈者：巴拉圭衆議員 Marcial Lezcano
- 致贈年代：2013
- 受贈者：馬英九總統
- 尺寸：32X25X23 cm

### Paraguayan Mate Tea Set

- Presented by Marcial Lezcano, congressman of Paraguay in 2013
- President Ma Ying-Jeou Collection
- 32x25x23 cm



巴拉圭馬黛茶具組  
(010000000859C)

- 致贈者：「拉丁廣場—2002 友邦商品展」巴拉圭攤商致贈
- 致贈年代：2002
- 受贈者：陳水扁總統
- 尺寸：21X14 cm

### Paraguayan Mate Tea Set

- Presented by the Paraguayan booth at the “Latin Square: Product from Countries with Diplomatic Relations Exhibition 2002” in 2002
- President Chen Shui-Bian Collection
- 21x14 cm

巴拉圭馬黛茶具組  
(0800000000682C)

- 致贈者：巴拉圭衆議院議長 柏佳都 (Victor Alcides Bogado González)
- 致贈年代：2012
- 受贈者：馬英九總統
- 尺寸：15X8X9 cm

### Paraguayan Mate Tea Set

- Presented by Víctor Alcides Bogado González, president of the Chamber of Deputies of Paraguay in 2012
- President Ma Ying-Jeou Collection
- 15x8x9 cm



國史館  
Academia Historica

# 19個小觀茶

館藏史料  
與總統副總統文物展

19 Anecdotes on Tea: Selections from Academia Historica's Historical Material Collection and Presidential and Vice Presidential Gifts Collection

展示地點：國史館(臺北市中正區長沙街一段2號)  
開放時間：週一至週五及特別開館日9:30至16:30



# 19個小觀茶— 館藏史料與總統副總統文物展

19 Anecdotes on Tea: Selections from Academia Historica's  
Historical Material Collection and Presidential and  
Vice Presidential Gifts Collection

國際貿易的巨輪將一株株茶苗點落在臺灣的大地，高山丘陵地形和海島型氣候，讓此處成為茶樹適宜生長的居所。環境高溫起霧點低，不只譜出臺灣茶葉獨特香氣與韻味，更轉動了百年中你我的生活日常，以及茶業的歷史鳴唱。

清治時期臺灣最初製造為烏龍茶，並以 Formosa Oolong 之名聞名世界。日治時期烏龍茶為外銷重點，1920年代包種茶開始發展，1930年代紅茶竄起，與烏龍茶、包種茶三足鼎立。戰後，1960年代始生產綠茶，至1980年代成為主力外銷，造就茶產業的黃金歲月。本館典藏「臺北市茶商業同業公會史料」以及所屬文獻館典藏「臺灣總督府檔案」，為大時代中的臺灣茶湯留下了最佳視野。

館藏「總統副總統文物」中的禮品，是總統副總統於出訪、接見、訪視時所收到的贈禮，足以提供世界的茶影。待客以茶，我們以館藏史料與文物點亮了19盞茗品，邀您一同觀茶。

Due to international trade, tea was planted across Taiwan, an island of hills and mountains with the perfect climate for growing tea leaves. The high humidity and foggy weather nurtured the unique fragrance and charm of Taiwanese tea, bringing changes to the everyday life of the people of Taiwan as well as the history of the tea industry.

The first type of tea cultivated in Taiwan during Qing Rule was Oolong tea, which was renowned worldwide as “Formosa Oolong.” During Japanese Rule, Oolong tea became a primary export product. When Paochong started developing during the 1920s, and as black tea rose in popularity in the 1930s, black tea, Oolong tea, and Paochong tea became the three most popular types of tea. After the Second World War, Taiwan started producing green tea in the 1960s and became the main exporter of green tea in the 80s, marking the golden era of the tea industry. The Academia Historica is home to the historical records of the Taipei Tea Merchants Association; together with Taiwan Historica’s Records of the Government of Taiwan (Government of Governor-general of Taiwan), the archives give us a comprehensive view of Taiwanese tea.

The gifts presented to the President and Vice President while they are on diplomatic visits, receive guests and visit people provide us with a glimpse of the tea of the world. Tea has been a means to express hospitality, and the 19 tea-related displays are doorways into the different stories regarding tea.

# #1 打開時光的任意門 Entering the Time Capsule

「臺北市茶商業同業公會」是目前臺灣歷史最悠久的同業公會，據說是清治時期1889年劉銘傳下令業者組成，創立時名為「茶郊永和興」，目的是期望業者發揮同舟共濟之力來促進臺灣茶業的永久興隆。

日治時期，1897年改組為「臺灣茶商公會」，並改選幹部、勵行規約；1898年總督府頒布「臺灣茶業取締規則」，依規則劃定茶業組合區域，於是改組為「臺北茶商公會」；1915年依臺灣重要物產同業組合律令，改組為「同業組合臺北茶商公會」；1937年隨公會區域之擴大，再改組為「同業組合臺灣茶商公會」，範圍自臺北州至新竹州，成為真正全臺灣的茶業公會；1944年因廢止「臺灣重要物產同業組合法」，回復為任意組合型態的「臺灣茶商公會」；戰後1945年，依「人民團體法」改組為「臺灣省茶葉商業同業公會」；1949年中華民國政府來臺，礙於法令，重新組織為今日之「臺北市茶商業同業公會」。

The Taipei Tea Merchants Association is currently the oldest merchant association in Taiwan and is rumored to have been established under the orders of Liu Ming-Chuan in 1889 during Qing Rule. The association began as “Yong-He-Xing Tea Association,” which speaks to the vision of collectively contributing to the long-term prosperity of the tea industry in Taiwan.

In 1897 during Japanese Rule, the association was regrouped as the “Taiwan Tea Merchants Association” and elected cadres while enforcing regulations. In 1898, the Governor-general’s office announced the “Taiwan Tea Industry Supervision Regulation,” which designated different regions for the tea industry, and the association was hence renamed as “Taihoku Tea Merchants Association.” Based on “Regulations for Merchants of Important Products of Taiwan,” the association was renamed “Taihoku Tea Industry Association” in 1915, and as the regions of the association continued to expand, it was regrouped as the “Taiwan Tea Industry Association” in 1937, stretching from Taihoku Prefecture to Shinchiku Prefecture and becoming the official tea merchant association in Taiwan. Due to the abolishment of the “Taiwan Important Products Merchants Association Act” in 1944, the association once again operated as a voluntary association under the name “Taiwan Tea Merchants Association.” In 1945 after the war, the association regrouped as “Taiwan Province Tea Merchants Association” according to the Civil Associations Act. In 1949, the government of the Republic of China relocated to Taiwan, and the association was regrouped as “Taipei Tea Merchants Association,” and the name has been used to this day.

# #2 幽揚海上茗香繚繞 The Fragrance of Tea Floating Across the Ocean

1895年臺灣進入日治時期，日本政府有計畫地建設物產豐饒的寶島，臺灣茶進入科學化栽培及推廣的時代，全盛時期之茶樹栽種面積約為45,000公頃。在積極對外宣傳與推銷下，臺灣茶外銷不斷增加，巔峰時期約有1,300萬公斤茶葉出口，主要為烏龍茶、包種茶、紅茶。

When Taiwan entered Japanese Rule in 1895, the Japanese government systematically invested efforts into Taiwan, an “island of treasure” known for its abundant produce. This opened the chapter of scientific cultivation and promotion of Taiwanese tea. At its peak, tea plants covered approximately 45,000 hectares of land. With actively promoting, the export of Taiwanese tea increased significantly as 13 million kilograms of tea leaves were exported at the highest, mainly black tea, Paochong, and Oolong tea.



# #10 博覽會裡的臺灣喫茶店 Taiwan Tea House in the Expositions

日治時期，政府宣傳推廣臺灣茶不遺餘力，臺灣茶是日本參與博覽會的重點目標之一，也是臺灣茶開發國際市場、拓展銷路的主要展臺。

「臺灣喫茶店」首度出現於1900年「巴黎萬國博覽會」並獲金牌獎，此後，無論於日本、島內或外國所舉辦之博覽會，總是能見到「臺灣喫茶店」的身影。

During Japanese Rule, the government was entirely dedicated to promoting Taiwanese tea, and it was one of the focuses of the Japanese Government at the fairs, which was the main stage for Taiwanese tea to expand its international market and sales.

The “Taiwan Tea House” first emerged at the Exposition Universelle of 1900 in Paris and was awarded the Golden Prize. After this, the Taiwan Tea House was seen at fairs in Japan, Taiwan, and around the world.



The “Taiwan Tea House” at the Tokyo Peace Exhibition in 1922 (Source: Mr. Hsu Hsien-Yao)



The award from the Exposition Universelle of 1900 in Paris (Source: Taipei Tea Merchants Association)