

London, England (28 July, 2011) - Britons are giving up their coffee habits for something more home grown: afternoon tea. With afternoon tea popularity on the rise tea shops and hotels are swarmed with reservations. The St. James Area is meeting the demand with the top 10 afternoon teas in London.

With afternoon tea options ranging from traditional to customized and themed, afternoon tea is opening up to all tastes and occasions. Jermyn Street, Saint James and the surrounding area are making themselves known for the luxurious afternoon teas their hotels and restaurants are serving along with a much needed time to catch up with friends and family.

Those seeking traditional teas will find Franco's Restaurant, The Cavendish London, St. James hotel and Club, Criterion Restaurant, The Wolseley and Fleming's Mayfair will suit their tastes. These traditional teas are served with finger sandwiches, scones, cakes and an assortment of teas. While the teas served are more traditional most have updated the menu to include champagne upon request.

For a Twist on the traditional tea head to Fortnum and Mason, The Ritz, Le Meridian Piccadilly, or the London Hilton Park Lane. Each is well known for its excellent tea services and offers a customized range of tea options. Fortnum and Mason's tea range is based on the seasons with teas themed around events such as Wimbledon, Van Gogh Art Exhibitions, Christmas and Fireworks. For Celebratory teas The Ritz London has a birthday tea with a customized birthday cake. Le Meridian Piccadilly caters to chocolate lovers with a Godiva Chocolate afternoon tea complete with Godiva infused pastries. The London Hilton Park Lane offers a theme for every occasion including Halloween, Christmas, Valentines, Mother's Day and Royal Ascot Teas.

In the past year Hotels have seen a 20% rise in afternoon teas and restaurants a 50% rise. With Britons drinking 165 cups of tea per day afternoon tea is a must do for locals and tourists alike.

Invented in 1840 by Anna 7th Duchess of Bedford, afternoon tea was originally meant to fill the long gap between breakfast and dinner. It quickly grew into a British institution and is widely considered the UK's most important contribution to the world of food and drink.

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