

# ***Tea Industry Trend Watch - Year End 2018***

Tea industry trends and market insight.

Published by The Tea House Times for TeaCourse.com

Tea Industry Trend Watch is prepared by the publisher and associates of The Tea House Times who walk, exhibit, speak at, and report on numerous food, beverage, and gift shows throughout the year to experience and share first hand observations of what's trending and representative of the industry. Each report includes an inside look at what is seen each year by The Tea House Times and incorporates additional supporting information, innovation, and intel from key organizations of the tea industry.

Yearly archived reports are available at TeaCourse.com as a part of continuing education and industry awareness and perception. It is very interesting to compare trends and growth in the tea industry over the years.

This report is broken down as follows:

- The Tea House Times Perspective
- Trade Show Perspectives
- Key Tea Industry Organizations – Perspectives and Market Data

## **THE TEA HOUSE TIMES PERSPECTIVE**

Prepared by Gail Gastelu, owner/publisher, [The Tea House Times](http://TheTeaHouseTimes.com).

The Tea House Times, LLC, as media and education for the tea industry, has a unique ability to connect quickly and easily to all branches of this beverage category and various markets it serves. An important growth avenue for the tea industry is through building and nurturing relationships among tea and coffee retailers, restaurants, and hotels, while continuing to strengthen connections to businesses and consumers and working together as an industry to promote the positive and healthy aspects of consuming tea and enjoying the social aspect too.

2018 was a year of alternatives for tea if you ask me. So many machines have been coming out to supposedly make tea making easier. Some are fun, flashy, costly gadgets set to impress while others may have been more budget friendly but not special enough to replace the simplicity of boiling water and steeping tea properly on your own. Tea, *Camellia sinensis*, continues to shine on its own as that quality, good for you, go-to beverage whether a regular green or black tea, a blended or flavored tea, or a single origin specialty tea from a tea growing region of the world. But alternatives to tea are constantly vying for space in the hot and cold beverage market. Vinegars, kombucha, turmeric, other herbal brews, and even chaga mushroom are finding their way into trend friendly markets. These are not necessarily things a tea drinking consumer looks for but might find interesting to try.

Restaurants can still do a better job with tea but I feel the missing element is either getting food distributors to offer better tea or for restaurants to buy direct from a tea supplier. It is one more

step for them, so it may take more time for better tea to make it into everyday restaurants. Not to mention training to properly store, brew, prepare in a manner that ensures quality and consistency.

Establishments serving tea have definitely been morphing into something new. I started calling them establishments serving or selling tea rather than tea rooms a few years ago since times... well.. they are a-changing! Sure, you may still find a very pretty tea room full of gorgeous, fine china, or you might find that your favorite tea room has changed its décor to meet a changing client demographic. Younger people are embracing tea. They are particularly interested in health and good food and since tea is clearly a healthy beverage, a tea experience of any sort is not just delicious, but super trendy too. Let's face it; everyone thinks they are a "foodie" these days. Everyone wants to show off their knowledge for something in particular and share it with friends. It's like your one friend who is super knowledgeable about wine and must be the one to order; not because they want to prove themselves smarter but because it gives them pleasure to be in the know and to order something that will be extremely satisfying while you are together. The same applies to tea. Those who are in the know definitely take pride in ordering something fantastic or expertly pairing a certain tea with something you will be eating for dinner or dessert! Along these lines, you can imagine why it is important to incorporate tea tastings and small education sessions into any business serving or selling tea. An informed consumer is your best customer!

Availability of not just good tea but great tea is constantly growing and improving. Take a look around at new brands coming or going ... the point is that teas coming on the market are usually something special or specialized and unique and likely to be a better quality loose tea, pyramid tea bag, or tea brewing system of some sort which has been sourced directly from origin or through a reputable tea importer. 15 years ago this was not so easy. Now it is. Finding a good, quality, reputable tea supplier is easier than before and not restricted to a tea only trade show any longer. Find quality tea at any tea, coffee, food, gift, organic, show you can think of. Why or how? Well... tea goes with everything and may be found in the least expected places.

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Key Tea Industry Organizations – Perspectives and Market Data are provided this year thanks to The Tea House Times (<https://www.TheTeaHouseTimes.com>), Tea Association of the USA (<http://www.teausa.org>), Tea and Herbal Association of Canada (<http://www.tea.ca>), World Tea Expo (<http://www.WorldTeaExpo.com>), TeaTradeShow.com (<https://www.TeaTradeShow.com>), and Tea-N-Teas (<http://www.teanteas.com> – provider of weekly/monthly tea market reports for The Tea House Times' online continuing education website at <http://www.TeaCourse.com> where you will also find Tea Industry Trend Watch Year End archived reports from years prior.

## **TRADE SHOW PERSPECTIVES**

The strength that the tea industry needs to support and enhance expected growth is partly fulfilled by a trade show, partly fulfilled by trade media, trade organizations and trade associations and the education these leaders provide, along with the tea community overall. It is important to continue to visit coffee and tea specific trade shows for insight into what's new and trending each year. Trade show perspectives follow >

# TEATRADESHOW.COM

Insights from Gail Gastelu, owner of The Tea House Times/producer of [TeaTradeShow.com](http://TeaTradeShow.com)

As important as it is that we all maintain face to face communications, we are living in a world where digital has become mainstream and necessary to reach a broader audience, more frequently. Think way back to a time when you could only buy tea from a street vendor or door to door salesman. There was no mail order and no stores to buy it from. Fast forward to grocery stores, tea and coffee shops, restaurants and more all offering fine tea thanks to numerous tea, coffee, food, and gift trade shows each year making it easy to find quality tea imports from around the world. The online or virtual world of buying, too, has expanded greatly and brought about new opportunities for anyone to get into the tea business and to do business from anywhere.

As many larger brick and mortar stores begin to close due to reduced business as the world embraces digital, opportunity abounds for new business since buyers who might not have shifted yet will now shift to making online purchases a priority. Business owners will also look for suppliers and connect to suppliers around the globe, online. But in this crowded virtual marketplace it will be somewhat difficult to determine quality or consistency and availability of a good product unless there is some sort of interaction or recommendation or knowing and introduction to any company from the supply chain on through to the consumer. For this reason, TeaTradeShow.com was introduced as a virtual tea trade show available to connect buyers to suppliers all day, every day, year-round with a cost savings as compared to traditional trade shows and better return on investment too.

TeaTradeShow.com launched late October 2018 so we only have a short timeframe to comment on how we see trends in this space for the year gone, however, it is clear to see by the types of exhibitors who have joined us that they too are embracing change, adding new avenues of business, and appreciating what the digital/online/virtual world can offer for ease of buying, exchanging information and educational materials, sample requests, staff introductions, virtual/digital catalogs for buyers, new product announcements, unique marketing angles and so much more. 2018 was a year of tiptoeing into digital. 2019 will be the year people dive right in!!

# WORLD TEA EXPO

*Thanks to World Tea Expo for sharing their perspective as follows:*

Insights from Rona Tison, [World Tea Expo](#) Advisory Board Member, and Executive Vice President, Corporate Relations & PR, [ITO EN](#)

With tea having a history of over thousands of years, it is hard to believe that there are still new trends to forecast. Yet, each year the world of tea does not disappoint. The ritual of tea drinking evolves as lifestyles change. Plant-based diets continue to be a popular trend for the New Year, with tea being the perfect beverage to complement this growing lifestyle. Single estate teas will be high on the list for their purity and cultural authenticity. Consumers will be seeking out new varietals and origins, reinforcing the reason why tea is the most consumed beverage in the world next to water. Single estate green teas such as gyokuros and kabuse from Japan will be in demand, as is the treasured matcha powder that still holds ground as a top tea trend. Its powerful health benefits being its biggest draw.

On the other spectrum for 2019 are wellness teas with functional benefits, encompassing herbals and botanicals. Whether for cognitive or anti-inflammatory benefits, ingredients such as turmeric, marigold and tulsi will be an important trend for this growing category.

It is no secret that the most talked about new ingredient is CBD, as more states legalize *Cannabis*. We might see more teas infused with CBD. Whether in a loose leaf tea or RTD, this new natural ingredient is by far the most talked about 2019 trend. It is being incorporated in the food and beverage world with chefs even using it in their cooking.

Yuzu in teas will also top the charts for its unique and exotic flavor. Whether blended with a green or white tea, this unique Japanese citrus is not only celebrated for its aromatic aroma and delicious flavor, but is even making its way into beauty products.

As for tea preparation, on-the-go brewing tumblers and modern tea travel kits will be sought after for mobility and convenience. Taking tea everywhere and anywhere will be an important priority for the ever-growing demographic of tea drinkers.

The momentum for tea will continue to grow in 2019, with health and prosperity for those who steep and brew this special gift from nature. And World Tea Expo is a great place to learn more about all of the latest trends and developments in tea.

# KEY TEA INDUSTRY ORGANIZATIONS PERSPECTIVES & MARKET DATA

## TEA ASSOCIATION OF THE USA

Prepared by Peter F. Goggi, President, [Tea Association of the U.S.A., Inc.](#)

2018 total imports are down about 6.9% through July vs. 2017 (latest figures from USDA). Black is down 9.6% and green tea is up 12.6%.

Traditional origins are tracking similarly. Specialty Tea imports from the five Traditional origins are slightly down, caused by declines mainly in green tea. However, value appears to be holding its own, and new products are gaining strength, particularly in tea based energy segments, matcha and some bubble/kombucha/maté new age teas.

2017 showed some overall weakness and 2018 was also down a bit in terms of imports. However, it appears that consumption remains healthy indicating that domestically held inventories may be lowering. This may help as we close out 2018 and we may see strengthening.

Traditional teas continue to hold their own, but margin pressure is clearly seen. Large chain supermarkets continue to insist on limiting upward price movement, putting pressure on packers and growers alike. As a result, there is a lot of competition in this segment, mainly driven by price. Iced tea as always is a staple, but hot tea continues to grow ever so slightly in overall consumption.

RTD continues to grow in both gallons and dollars, especially in the premium and green segment.

In short, the market is a bit mixed with some ups and downs across all segments.

Additionally, mergers and consolidations in tea continue to be significant. Looking back from the end of 2017 into 2018:

### 2017

#### o Unilever

- Tazo Tea
- Pukka Herbs
- These continue to bolster Unilever's global tea position with mainstream brands Lipton/PG Tips/Lyons/Bushells/Sari Wangi/Saga along with its global T2 brand (**acquired in 2013**)

*...continued...*

## 2018

- o Red Rose & Salada sold their equipment and licensed their U.S. brands to Harris Tea
  
- o JAB Holdings continues its tea and coffee acquisitions as well as restaurants that serve as outlets for their brands. Their current tea, coffee and restaurant holdings:
  - Peet's Coffee/Mighty Leaf
  - Keurig Dr. Pepper
  - Panera Bread
  - Au Bon Pain
  - Krispy Kreme
  - Stumptown
  - Caribou
  - Intelligentsia

Consolidations will continue and I anticipate that this will impact the Specialty Tea segment in due course particularly in specialty brick & mortar stores and even on-line. This will be one to watch going forward.

## TEA AND HERBAL ASSOCIATION OF CANADA

Prepared by Shabnam Weber, President, [Tea and Herbal Association of Canada](#)

2018 was another good year for tea. We saw tea imports rising in Canada, new companies enter the market others solidifying their already established positions and everyone wondering what the legalization of *Cannabis* could mean for our industry.

The strongest move that continues within our market is the rise of botanicals – ‘tea’ that isn’t actually ‘tea’. We call them herbals, botanicals, tisanes, fruit teas. Essentially, they are everything we brew like tea which doesn’t actually contain the tea leaf, *Camellia sinensis*. The consumer’s drive within this area has been strong and isn’t showing any signs of slowing down. It could be health driven, it could be flavor driven, it could be avoiding caffeine driven. I think it’s all of the above along with the desire to continuously explore new options.

I can’t talk about 2018 in Canada of course, without mentioning the federal legalization of *Cannabis* in October. This move has made Canada only the second country in the world to have federally legalized the use of recreational *Cannabis*. We’re not sure what this all means yet, as the Canadian government is trying to navigate its way around a whole new world. Defining the regulations and legalizing edibles in a year will be key for the tea industry in determining how it fits into it all. One thing I am however certain of, the opportunities will be big and getting in early could be important. More on this next year!

# KEY TEA INDUSTRY ORGANIZATION PERSPECTIVE & MARKET DATA:

## TEA-N-TEAS TEA MARKET REPORT

Prepared by Indi Khanna of [Tea n Teas](#) and [Tea Studio](#), The Nilgiris, India

### 2018

*Tea - During the year that was.*

*A round-up of the tea world during the year*

The latest available crop figures data gathered from various producing countries make interesting reading. It's Kenya all the way! The joker in the pack being China which remains entrenched firmly behind the bamboo curtain, not willing to let out its "secrets"!

Country	Updated to	2018	2017	To Date 2018	To Date 2017	+/-
Kenya	Oct	49.28	43.42	395.52	346.97	48.55
Sri Lanka	Oct	29.6	25.7	252.9	258.8	-5.9
Malawi	Oct	2.2	1.5	42.8	37.8	5.0
Bangladesh	Oct	10.8	10.8	58.5	59.3	-0.8
North India	Oct	150.5	162	930	929.9	0.1
South India	Oct	25.9	21.2	187.6	197.3	-9.7

Generally speaking, through the season the demand/supply equation has been pretty much evenly balanced. With domestic tea consumption in India and China accounting for almost 60% of tea produced globally and with domestic demand in both countries showing no signs of flagging, it follows that even a minimal increase in consumption in these two markets could drastically effect the present comfortable demand/supply equation.

An issue looming large in the face of the industry and one which is very worrying is the spiralling labour and other input costs. Regardless of mechanisation finding its way into various stages of Tea manufacture, the industry continues to be VERY heavily dependent upon the human element. To keep pace with general inflation, labour wages need regular upward revision, constantly adding to the burden of the producers. The upshot is an imbalance since buyers, while always demanding better quality, are unwilling to pay for that demand to be serviced and are instead constantly chasing lower prices. A precarious state of affairs, if ever there was one. The answer of course is for the industry to become less dependent upon the human element. Which brings to the fore the negative social impact of such a move. A classic catch 22 situation, if ever there was one.

The bottom line for the very survival of the industry is a repeat of what I said exactly a year ago, that an answer simply has to be found for an industry on which, globally, a very large chunk of humanity depends for their livelihood.

Is it then not the time for the industry to shout "HELP!!" Is anyone listening?

### *Argentina*

Production during season 2017/18 season was lower in comparison to the previous season. Demand, however, was broadly in line with production and therefore there is little, if any, carry-over going into the new season. Average export prices during 2017/18 saw a marginal drop from 2016/17.

In the coming season, with an expected drop in demand from North America, producers face a challenging 2018/19. This is particularly so for the Secondary and Residue grades. Total production in Argentina usually being linked to and dependent upon projected sales, the indications are that the season's output will fall. The Peso, which is close to being worth half its value against the US\$ a year ago, will help the exporters though inflation is expected to largely negate the benefit from the devalued currency.

### *China*

Regardless of the fact that China has opened up to the world, as far as the Tea industry goes in the absence of any formal statistical body collating inputs the bamboo curtain remains fairly firmly in place with precise information being hard to come by. Resultantly one tries to piece together bits and pieces to try and knock together the puzzle that is China Tea.

While various figures are touted, it is generally accepted that China's annual production is in the region of 2.5 Billion kilograms. 80% of this annual production is green tea and 18% is other varieties including Blacks and Oolongs. While Chinese Teas literally straddle the globe, it is also a fact that tea exports are not a significant contributor to China's overall economy.

This again being based on guess-estimates, it is generally accepted that the area under Tea cultivation extends to over 3 million hectares which is being further extended with much of the new tea areas, post 2012, planted with high yielding cultivars. The burgeoning addition of new areas means more mechanical harvesting which logically leads one to conclude that going forward exports of lower grade Chinese Teas would continue to rise. Whether or not those would be at the cost of the higher quality Greens and Oolongs remains a toss-up.

Over the last couple of years a trend has emerged which appears to be gaining momentum, albeit rather slowly, of a growing domestic interest in Black Teas. This trend being more noticeable in the urban areas where Chinese are doing what was almost unthinkable in the past, drinking their tea with milk! To feed this trend, Chinese imports teas from Vietnam, Indonesia, Sri Lanka and India leading to a recent decision to purchase \$1 million from India.

### *India – North*

Crop outturn in North India, in comparison to the previous season up to September, was higher by 11.6 KMT. This on the back of an all-time record of 164.8 M.Kgs in August. The last quarter of 2018 tending to be much lower than the previous year, the final figure may well end up a different picture. The major policy pronouncement this year was the directive of the Tea Board of India that all manufacture cease by 10th December. Finally an effort to curb the manufacture of the poorer reconditioned end of season teas which pull down the overall quality to a base level. The result would be a substantial drop in the volume entering the supply chain in

December which, in turn on account of a minimal spill over into the new season, may well benefit the markets in the new season almost through to the middle of season 2019.

During the year the CTC markets were generally bullish, especially for the better liquoring and Medium varieties. This trend changed towards the end of the second quarter which saw improved interest for the lesser sorts owing to strong demand from the packeteers. Through the year Dust grades were keenly sought after and continued to outsell Leaf grades. Orthodox demand remained selective and sluggish heightened by the new U.S. sanction imposed on Iran which resulted in a minor shift to CTC manufacture by certain Groups till such time as the payment issues were resolved. That done, the OR market saw a revival with a surge in demand for Whole Leaf and larger Brokens with stalky and browner types being discounted.

Darjeelings witnessed a welcome improvement in demand with price levels tending generally 15 to 25% higher in comparison to the previous season.

While labour relationships during the year were generally smooth, with the new wage structure having come into effect from this year, the result was a higher cost of production leading obviously to lower margins.

#### *India – South*

Crop intakes were generally lower for the period January to September, with Kerala in particular, bearing the brunt of the adverse weather conditions, floods and landslides during August following which all districts bounced back and saw a revival in October, with a crop of 25.9 KMT which is an all-time record. At the end of the season the overall crop deficit in the South is likely to be in the region of 10/12 KMT for the year.

Barring a couple of months when volumes were higher and quality indifferent, the markets were buoyant throughout the year with Medium and Plainer teas being the major gainers. Dusts recorded the maximum gains. Orthodox demand was extremely sluggish for a few months but thereafter improved. Through the season clean, black, well-made teas fetched premiums, especially the Whole Leaf, larger Brokens and Fannings. On the flip side secondaries met sporadic enquiry and were occasionally discounted, especially the browner and stalkier sorts. Carry forward stocks in 2019 expected to be much lower than the previous year, which augurs well for the markets in the first two quarters of 2019.

This being an ongoing and ever magnifying issue, the continuing paucity of labour is resulting in an ever increasing acreage going under machine plucking or mechanical harvesting. In addition, the ever increasing cost of production and reduced returns are compelling the corporates, in order to balance their books, to purchase raw material from the small growers. Not quite the best recipe for producing quality teas, a basic factor which is under constant pressure.

#### *Indonesia*

In year 2018 Indonesia, despite the fact that the lucrative business prospects of palm oil has resulted in some tea areas being transformed into palm oil plantations and production of vegetables considered more profitable, has managed to hold its ranks as the world's 7th largest tea producer. That tea production has remained relatively stable regardless of the decrease in land acreage under Tea leads one to the logical conclusion that the remaining tea estates have become more productive. Which is ironic considering that in comparison to other origins, Tea in Indonesia reports a rather low yield per hectare, In short, potential!

Exports during the year accounted for nearly 50% of the crop of approx 140 KMT with the main markets continuing to be Malaysia, Russia, UK and Pakistan. The bulk of exports emanating from the large corporate plantations while the majority of smallholders remained focused on feeding the domestic market with the lower quality teas which they produce, feeding the approx 0.40Kgs low per capita tea consumption. Bit of an oxymoron here since the emerging middle class continues to drive an expansion of premium tea drinking culture which is resulting in a mushrooming of premium brands being fed by imports of Chinese tea into the country.

### *Kenya*

Kenya's 2018 crop maintained its good start and by the end of the year is likely to be 50 KMT ahead of the previous year. Not quite the best news for producers since, resultantly, Mombasa has over the last few months, become a buyer's market with prices falling sharply to the point where many producers are losing money.

The immediate future for prices will depend upon availability during the customary low cropping period in January and February although relatively high buyer and producer stocks may well be sufficient to avoid sharp spikes in demand and price. All of Kenya's main supporters, notably UK, Pakistan, Afghanistan, Egypt and Russia have been active during the year. Rather surprisingly demand has not been affected by the ongoing frictions in many Middle East countries in the way that these have impacted other centres, Colombo being the one that has been most impacted.

Looking further forward, a return to 2017 crop levels in 2019 will see prices rise again, subject of course to the weather conditions. Should the weather gods continue to bless Kenya with tea conducive weather (a la 2018) prices might well fall further to below present levels. Should that happen, this would add up to being worrying times for many producers, not just in Kenya, but right across the entire African continent.

### *Malawi*

The industry has been working on a long term plan (Malawi Tea 2020) for revitalising the industry which has been languishing a bit. The year 2018 marked the midpoint of the programme which was initiated in 2016. While the market has had its usual ups and down, 2018 has been a successful year with a total of 185K+ packages being offered and absorbed. A clear trend which emerged through the season was low absorption rates in the auction room, a weak area which has to an extent been balanced out by the positive drift of tea producers gaining direct access to buyers in various markets. The main point of focus has been the UK where the acceptability and demand for Malawi Tea has been a continuing upward graph.

While the returns from the Tea industry per sé continues to be rather unpredictable, there is no getting away from the fact that the tea industry is the country's second largest foreign exchange earner, contributing almost 7% to Malawi's GDP and, more importantly, being the largest private sector employer with only the government employing more people. What 'Malawi Tea 2020' has been able to achieve are positive results for small holder farmers with the programme currently supporting 8,500 smallholder farmers, helping them develop sustainable livelihoods on account of improved farm productivity and better quality green leaf being supplied to the factories.

The bottom line is that 2019 appears to hold good promise for the industry.

### *Sri Lanka*

Having targeted an annual Tea production of 350 MT for the year, through the season the industry had to downgrade its forecast to 320 MT which, at close is likely to end at approx 300MT. This drop being attributed to a drastic shortfall of 14% in August due to a prolonged drought earlier in the year. To add to the woe, the drought was followed by flooding which in turn led to poor application of fertilisers, a government ban on pesticides and labour unrest.

Iraq, Turkey, Russia and Iran, in that order, continue to be the main markets for SL Teas. In general terms Tea is Sri Lanka's prime agricultural export and one of the main foreign currency earners for the \$87 billion economy, with earnings from tea exports being a major contributor to the nation's kitty. During the year exports took somewhat of a hit on account of the decline in quality due to weather conditions and more so on account of the political turmoil in the Middle East in general.

Resultantly during the first half of 2018, while globally the supply of tea increased, SL Tea exports remained static in comparison to the same period last year.

What followed was that the total national average of the teas sold for January-June 2018 was SLR603.52, a drop in comparison to SLR615.32 for the same period in season 2017. This despite a cost graph which continues to be on the rise.

The industry is, needless to say, looking towards season 2019 in anticipation, working towards regaining lost ground. Work in progress!

### *Vietnam*

Season 2018 had very conducive tea growing weather. Warm through most of the year, with a short spell where temperatures climbed above 35°C.

Pricewise the year started off well, opening at firm to marginally dearer rates. Sales were fairly brisk during the peak season of June to August following which markets grew a little shaky which began with a change of the government in Pakistan and the tightening of forex rules. The result was Pakistani buyers pulling out of contracts for Green Teas which in turn led to an increased availability of leaf for Blacks. The year also saw Unilever drawing down Orthodox quantities rather substantially due to issues with pesticides. A move which depressed that sector, with UL shifting their focus to CTC for the ME regional unit. The spill over effect on Orthodox has been felt late in the season, with prices easing. Additionally the comparatively subdued activity by Russia has also contributed to the softening of prices. Reports are that Russian buyers are finding better value with Iranian teas.

The one significant development in the industry has been the formation of centralized Agri Teams which have been trained and funded by a leading NGO. These are teams trained in the usage of pesticides and are making their service available at a reasonable cost to growers. Though a small step, it's a beginning which it is hoped would benefit the industry in the long run.

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And finally, in setting a good example and to thank Indi for contributing his tea market reports all year long, we must mention The Tea Studio operated by an 'all women' team.

“Having set up the Tea Studio towards the fag end of 2017, this season has been one of consolidation, experimentation and learning and then putting that learning into building up a rather unique portfolio of teas,” says Indi.



Crafted with passion, every single tea which comes out of this matchless facility is the outcome of very fine, freshly harvested, naturally Organic, high elevation Nilgiri leaf sourced from marginal farmers who tend and cultivate their tiny holdings neighbouring the Studio. The leaf delivered fresh off the bush into the Studio is delicately handled by an all women team who skilfully transform the leaf into [teas](#), each one of which is a unique experience.

As a postscript

*An Ode to TEA*

When the world is all at odds, and the mind is all at sea.  
Then cease the useless tedium, and brew a cup of tea.  
There is magic in its fragrance, there is solace in its taste.  
And the laden moments vanish, somehow into space.  
The world becomes a lovely thing, there's beauty as you'll see.  
All because you briefly stopped to brew a cup of tea.

*Wish each one of you a wonderful year ahead!- Indi*

-end-

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