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MEI·LEAF

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the revelation of TRUE tea





## WHO ARE WE?

### Mei Leaf has:

-  Been **sourcing pinnacle grade, true tea for over 15 years.**
-  Built an **international reputation as one of the finest curators of tea in the world** with an envied catalogue of exclusive, origin-sourced, single-batch teas.
-  **The biggest Tea YouTube channel in the world**, creating weekly videos with over 2 million views and about 1 million minutes watched per month. We have a loyal following of 'Teaheads' globally.
-  A Teahouse in London which was recently voted **'The Most Loved Shop in London'** by TimeOut London.





# THE MEI LEAF DIFFERENCE

- 1 SINGLE-BATCH**

All of our tea is single-batch, sourced from one harvest made by one producer. This gives the tea an individuality and character unlike blended commodity tea.
- 2 SEASONALLY CURATED**

Our tea sourcing is obsessive. Every season we visit the mountains and collect hundreds of samples from a vast network of producers. Every sample is tasted blind by renowned tea expert Don Mei, to curate our Mei Leaf selection.
- 3 GONG FU FOCUS**

We champion Gong Fu Style brewing for the most immersive tea experience. Gong Fu tea is more and more popular in the West as people discover true tea and authentic brewing.

To apply to be a wholesale client, please send an introductory email to [wholesale@meileaf.com](mailto:wholesale@meileaf.com)



# WHY BUY FROM US?

## PINNACLE TEA

All sellers talk about rare or premium teas but we are the real deal. Our network of farmers and deep tea knowledge means that **we source teas usually reserved for the inner-circle of tea connoisseurs.**



## KNOWLEDGE & EDUCATION

Don Mei, our director, is one of the **world's most well known tea educators.**

Don's expertise covers all aspects of tea from history to processing to brewing, tasting and pairing.

All wholesale clients will have access to our online knowledge base and weekly masterclasses for staff training and to add value to their tea offerings.

Let's talk about your Tea offerings: [wholesale@meileaf.com](mailto:wholesale@meileaf.com)

## BUSINESS EXPERIENCE

Mei Leaf has been serving and selling tea for 15 years at our teahouse in London.

**We understand the stresses of running a business and the reliance on good margins, consistent quality and reliable suppliers.**

We can advise on different styles of service and tea selections to maximise returns and customer experience.

## MEI LEAF BRAND IMAGE

Mei Leaf is globally known as one of the **pioneers of the new wave of tea**. We have created a loyal following of tea lovers with our fresh yet authentic approach to tea.

**Mei Leaf has created the most watched Tea channel in the world and has influence across all social networks.** We receive visitors traveling from across the globe to visit our teahouse, which was voted 'The Most Loved Shop in London' by TimeOut readers.

Any business selling or serving Mei Leaf teas will benefit greatly from our branding activity.





# WHAT IS TRUE TEA?

Tastes are changing. **The new wave of tea drinkers are searching for inspiring teas which have clear provenance and bold character.**

Forget faux-premium, scented or blended tea. Forget fluffy stories of emperors and virgins. Tea appreciation starts with real complexity in taste, texture and effects.

'True Tea' is terroirs-focussed, artisan processed, single-batch tea. **It is the Craft Beer or Single Malts of tea, and is a world away from the majority of tea served outside Asia.**

The majority of True Tea sells exclusively in the province or country of production. **Mei Leaf specialises in sourcing True Tea before it is purchased by local tea buyers.**

Any business which celebrates small-batch 'True Tea' will **excite clients and increase average spend, turnover and profits.**