

Expanding into the Tea Industry:

a commentary for Coffee Industry professionals

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HAWAII COFFEE ASSOCIATION
ANNUAL CONFERENCE

2012

Coffee Industry Info

- **Market growth rate**
 - Set for 8-10% for coffee houses in 2012
- **Specialty coffee market**
 - Consumed 40% of U.S. market in 2012
- **Hawaii coffee industry**
 - 2010 – ranked 3rd in commodities



Tea Industry



Tea Industry info

- **Market growth rate:**
 - 2010 imports to U.S. increased by 10% over previous year
- **Specialty tea market:**
 - 5 – 8% annual sales increase expected over next several years
- **Hawaii tea market:**
 - Hawaii loose leaf teas represent 0.14% (est.) of U.S. market



Types of Products in the Tea Industry:

“True” Teas — *Camellia sinensis*

“A tropical evergreen shrub or small tree extensively cultivated in e.g. China and Japan and India; source of tea leaves; ‘tea has fragrant white flowers’ [syn: tea]”

-Dictionary.com





Types of Products in the Tea Industry

— *cont.*

Herbal Teas:

“A tea made of dried herbs and spices and usually containing no caffeine.”

-Dictionary.com



Types of Products in the Tea Industry - *cont.*

Tisane:

“(French) aromatic, or herb flavored tea.”

- Dictionary.com



Tea Industry Market Divisions:

- Specialty Teas: loose, premium
- Commercial Grade: teabags
- RTD: ready-to-drink bottled beverages
- Food Service
- Culinary Applications
- Value-Added Products

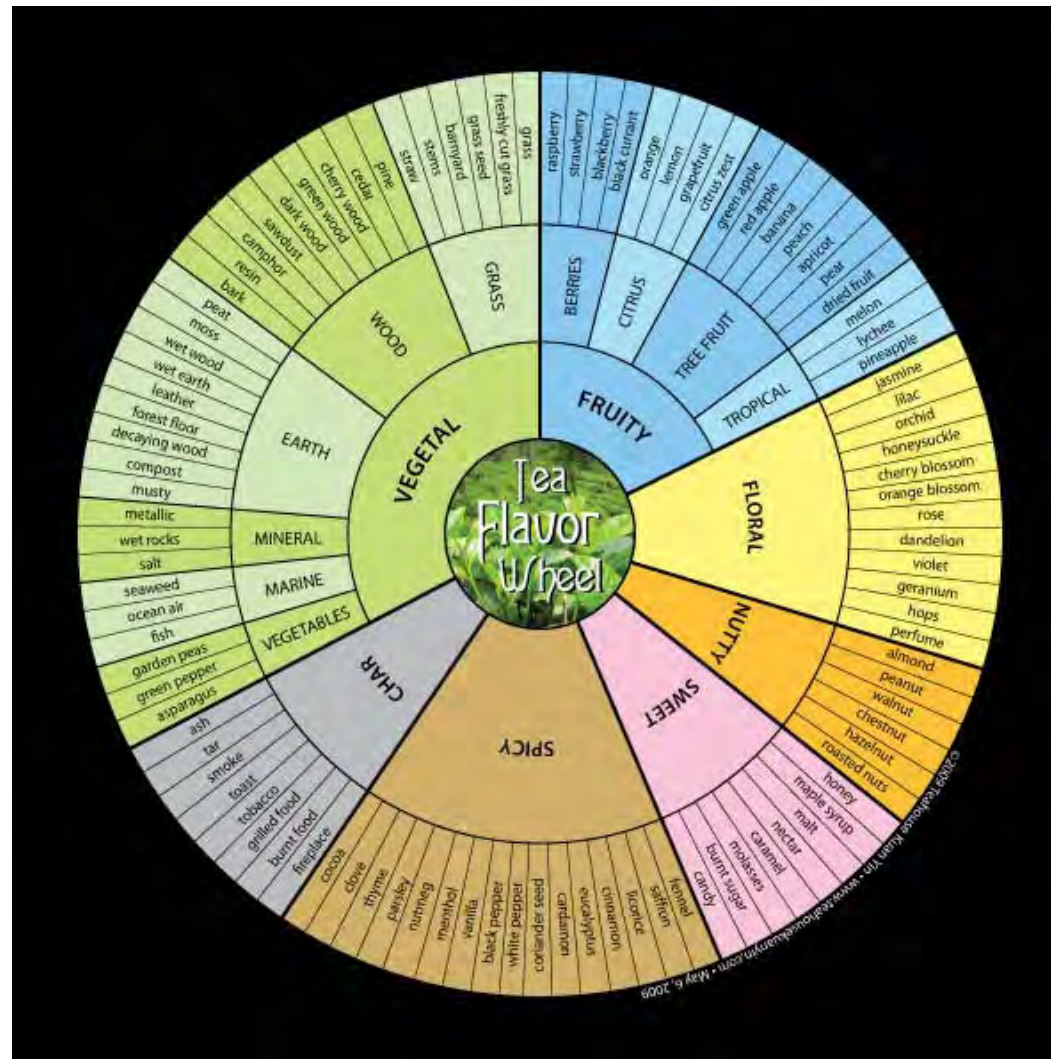


Tea Cupping



Tea Flavor Wheel

courtesy of Teahouse Kuan Yin



Ways a Coffee Farmer can be part of the Tea Industry:



- Grow “true” tea
- Grow herbs to create your own blends
- Capture coffee cherry for a fruit-based tisane

Our Company:

Teas of Hawaii, LLC



teas of hawaii

Be Well.

local - diverse - pure

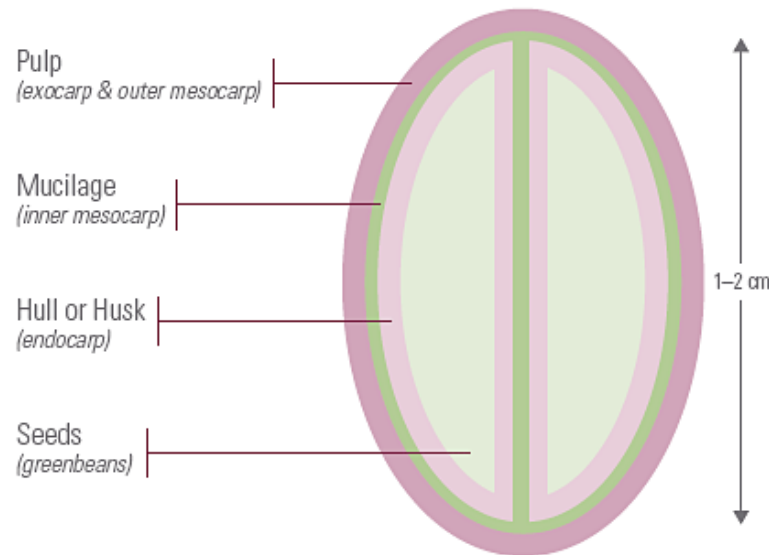
Teas of Hawaii, LLC

Company Philosophies

- **Local:** that our products be created from ingredients with local sources & vendors; that our products promote & reference local cultures & 'aina; that our company is a positive participant in the local economy.
- **Diverse:** that our products represent the diversity of cultures living within the Hawaiian islands; that our company offers extensive & exotic products to choose from; that our company educates about & promotes the variations of tea traditions in cultures represented by our products.
- **Pure:** that our products are from the purest sources available; that our representation of cultures & traditions is accurate & factually supported; that information provided regarding health benefits of our products is accurately researched & represented.

Coffee Cherry

The Coffee Cherry (Fruit)



Our Products:

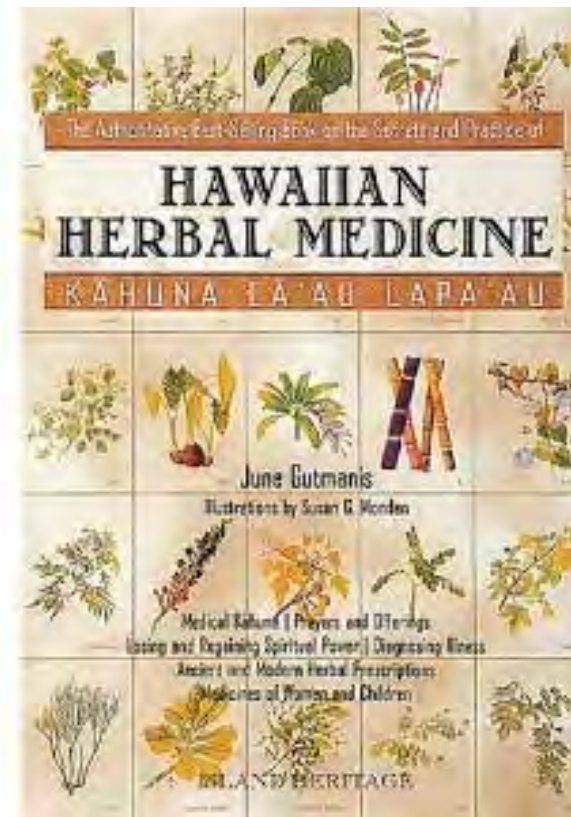
Coffee cherry tisane:

- Original
- Mamaki Ginger
- Jasmine Blossom Green Tea
- Papaya Leaf Vanilla Bean
- Lavender
- Lemongrass



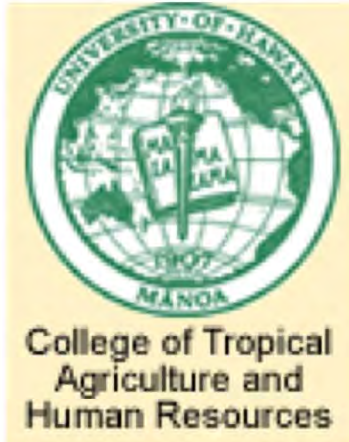
TOH Plans for Expansion:

- Culinary Applications
- Line of Herbal Teas
- Partnerships with other Tea Growers & Producers
- A Tea Garden



Resources for Entering Tea Industry:

- UH-CTAHR
- Agribusiness Incubator Program
- Hawaii Tea Society
- Office of Economic Development
- Local Microlender (i.e. Maui Economic Opportunity)
- Department of Agriculture
 - NRCS
 - Seal of Quality Program



“...Tea leaves are the product,
the embodiment of the three elements –
Heaven, Earth, and Man...
by Heaven we mean the climate and the weather...
by Earth we mean soil fertility...
Man refers to the process, the work of
making tea from the leaves.”

- Anonymous
(taken from The Way of Tea)

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