



Hi there,

I wanted to reach out personally to all our partners to update you on what in the world (literally) is going on with tea sachet inventory and what we are doing about it.

What is going on:

We all have heard it – The global supply chain is a mess. This generally affects tea more than other items because each individual blend contains ingredients from many different suppliers and countries (which each can have a supply chain problem.) Then is sent to us via ship from our packing facilities at source or close to source and they can have problems. It is, in a word, a mess.

What we have been doing:

We've been trying to mitigate this by attempting to stock higher levels. But we constantly encounter a difficult moving target. We have doubled our expected inbound times: what used to take 30 days we now plan for 60. But still we encounter problems we cannot have foreseen.

For example we have a large shipment from Europe that in normal times we would have expected in December. We put a Jan 10 ETA on the shipment. It not only is now stuck at Norfolk railhead but to make things more fun, US Customs has told us they want to inspect it. That might be just a one day "documentary" inspection or it could be more. We don't know.

We have shipments coming every few weeks via different ports to do our best to mitigate these problems.

What we are doing going forward:

We are focusing on key skus to stock substantially more heavily, tripling our "month's supply" in the warehouse. This will take time to ramp up (because of all the above) but we are working on it every day.

Please know:

1. We enjoy strong stock levels on our best-selling matcha and tea latte series and foresee no problems in this supply.
2. We are doing more and more in the world of tea lattes. This is a separate supply chain for us so it is not a distraction from our sachet business but we are excited to have it, stock it, and watch it sell in cafes at triple the rate of tea sachets!
3. We hate out of stocks as much as you. This is our biggest focus right now.

I am always available to speak as is the rest of our sales and customer care team. We will substitute anything we can whenever we can to support your business.

Thank you very much,
And please pardon my loquacity!

A large, stylized handwritten signature in black ink, appearing to be 'R' followed by a long horizontal stroke.

Richard Rosenfeld
Founder and CEO

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