



Guide to Building Your Tea Business

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1. Introduction

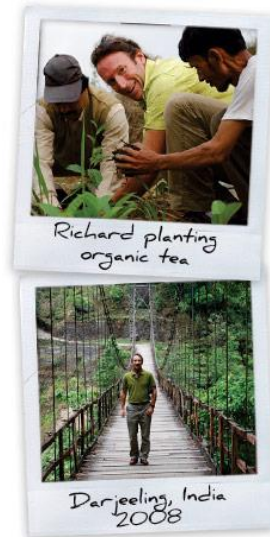
Thank you for your interest in two leaves and a bud tea company! We are excited to have you share our passion for the world of tea.

At two leaves and a bud tea company, we go there—we actively go to the gardens, interact with tea farmers, and experience each and every tea the gardens have to offer. Our mission is to bring the passion, care and effort that we put into every cuppa' tea back to you and your customers. Through ongoing sales, marketing and educational support, we do everything we can to help you build your tea business.

We hope that this small educational book can be a jumpstart for your business—giving you tips and tricks to provide more ongoing value to your customers and, ultimately, sell more tea.

A couple of things to note:

- **We're here to help.** This document is aimed at providing a bird's eye view of the world of tea. Tea is a big topic that takes years to learn—when you have questions or if there are facts you're curious about, simply contact two leaves and a bud at support@twoleavestea.com, and we'll do everything we can to provide you with the information and resources you need to help you build your business.
- **Ultimately, you know your business best.** This guide is not meant to lecture or patronize—it's simply the tips and tricks we've learned from our experience as a tea company. We're always open to your feedback and suggestions: if there's something missing from this document, please let us know and we'll do our best to provide the content and information that's relevant and meaningful to your business.



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2. Tips for Building Tea Business

So, you've decided to move forward with two leaves and a bud, and you're ready to start selling. What are some of the first steps you can take to build the foundation for a solid tea business?

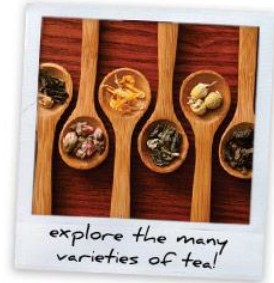
- **Plan your tea line:** Remember, particular groups of people like particular types of tea. There are a few important questions you should ask yourself when planning your tea line:

What Time of Day Are You Serving? In cafés or coffee shops, coffee sales drop 50% in the afternoon. If you have an afternoon crowd, be sure you're offering them less caffeinated options such as green or white teas, and certainly many caffeine-free herbals as well.



What's Your Demographic? Be sure to take the time to ask yourself what customers you service. If you have a group who can't handle caffeine (pregnant mothers, seniors, etc.), offer them a caffeine-free herbal tea like Chamomile or Peppermint. Health nuts can always use one of our Better Being Herbal teas.

Serve Up Some Variety: A strategic approach to planning your tea line means more tea sales and more dollars, but don't forget to serve up some fun while you're at it. If you have one black tea in your line, add another, and suggest it to your black tea customers. The same goes with your green teas and herbals. Suggesting new teas to your customers will set you apart from the competition, and establish you as a business that provides fun, interesting value every time customers walk into your store.



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• Steeping Tea: Preparing a Better Cuppa'

The number one way to grow your business? Sell a better tasting product. Offering two leaves and a bud teas is a great start, but if you're in a café or coffee shop, using proper steeping techniques can also make a world of difference in the flavor of the cuppa' tea you're providing to your customers. Grocery stores can also greatly benefit from educating customers on proper preparation techniques—after all, the better the tea tastes, the more customers will be coming back for more. There are a couple of steps you or your customers can take to prepare a better cuppa':

Steeping Temperature: The number one mistake we see from cafés and coffee shops in preparing tea is steeping with a low water temperature.

Bag, then boil and add your water! If black and herbal teas are not steeped at hot enough temperatures, they can lack the full depth and breadth of flavor that's found in each and every two leaves and a bud tea. Meanwhile, for green and white teas, adding too hot of a water temperature can singe the tea and release a somewhat bitter, burnt flavor. The basic rule: Steep black, herbal and red teas at full boil (around 208-212 degrees), and steep green and white teas just off boil (at 170-185 degrees).



Step Time: In reality, steep time is a matter of personal preference—tea drinkers should steep until their cuppa' reaches the flavor they'd like. It's important to note, however, that whole leaf teas take a notably longer time to steep—anywhere from 3-5 minutes for each tea to reach its optimum flavor. On the back of each box of two leaves and a bud tea, you'll find our recommended steep time—again, it's our personal preference, but these steep times can act as a good starting point to pass along to your customers.



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- **Use point of sale:** Two leaves and a bud offers its customers free point of sale to help you market two leaves and a bud teas and build your tea business. Counter cards, shelf talkers, posters and more can all help add ambience to your store while also helping to give people the gentle nudge to sip on more tea. And, if you have a menu board, don't forget to add tea to it—it's a simple, often-forgotten step that will sell a lot more tea for your store in the long run. **If you need more point of sale don't hesitate to ask us—we're always glad to provide!**

- **Educate Your Staff:** The first step you can take in developing a truly unique tea business is to educate yourself and your staff about the world of tea. A knowledgeable staff can educate and intrigue customers and, to put it bluntly, sell more tea. The more your staff is able to accurately and passionately describe each tea you offer, the more likely customers are to feed off that passion and get excited to try something new. Kick off your tea business with a tea tasting for your staff, and see our "Tea Talking Points" section below so that you can teach a consistent line of messaging about each tea that's proven to help build more business and convert more customers into tea drinkers. And, don't forget to start your staff off reading "Section 4: Tea Facts" of this document—it's a great resource for anyone entering the world of tea.



- **Educate Your Customers:** The above point and this one go hand in hand, but it's worth giving this one its own bullet point. It's no secret that tea can often be daunting. Give potential customers a place to start by holding their hand a bit—make sure your staff is teaching customers about tea, finding out what they're looking for and giving them the proper recommendations. Have your staff describe your tea with recognizable, approachable flavors such as apple-like, lemony and floral. And if you want to get really fancy, stage monthly tea tastings for customers that are interested.

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3. Understanding the Tea Consumer

Part of our job at two leaves and a bud is to understand the tea consumer. While many tea drinkers are different, there are plenty of important things we've learned about tea consumers throughout the year that it will be helpful for you to know as you go to grow your business. Below you'll find some of the most important things that will be helpful to know about tea drinkers:

- **Tea drinkers are adventurous:** In surveys carried out by two leaves and a bud, the number one reason next to taste that tea drinkers like to drink tea is because of its diversity—the unique variety of tastes, textures and aromas that come with each and every type of tea. What does this mean for you? If your staff has knowledge of your tea line, they'll be able to recommend something new to each and every one of your customers—it will be fun and enjoyable for your customers, will differentiate your shop from others as you provide great value, and will have you selling double the tea in no time.



- **Tea drinkers need to know what they're sipping:** While tea drinkers want to be adventurous, they still also need to know what they're buying, and stay away from daunting teas they don't understand. What we've seen is that while tea drinkers *want* to be adventurous, their lack of education keeps them from shelling out money to explore and discover fun new types of tea. This means that the more you educate your customers and make tea accessible, the more likely they will be to order wider varieties of tea and recommend them to their friends. Build talking points for your staff, offer educational seminars for customers, and provide ongoing education for your staff through the two leaves and a bud online newsletter, and you'll start to enjoy bigger profits as tea drinkers come to you for all things tea-related!



- **Tea drinkers are health conscious:** The number three reason people enjoy tea? Health benefits! Tea (especially green tea) is a great functional beverage, providing a load of unique health benefits that appeal to tea

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drinkers. Furthermore, herbal wellness teas such as two leaves and a bud's Better Being Teas, combine a unique set of herbs that can soothe the stomach, help with insomnia, and even offer a morning wakeup call without the caffeine. Make your staff knowledgeable of tea's health benefits and they will sell more tea—the more they tell customers that drinking a certain tea will provide unique functional benefits, the more likely those customers will be to buy that tea time and time again as a convenient health solution.

4. Tea Facts: The Basics

What is tea?

Tea is made from leaves of the *camellia sinensis* plant, which is a warm weather evergreen shrub of the *camellia* family, indigenous to both China and India. The finest whole leaf organic teas use only the top two leaves and a bud of the tea plant (yep, that's where our name comes from).



Dust Tea vs. Whole Leaf Tea: What's the Difference?

Tasting tea steeped from whole leaf tea leaves is the closest most tea drinkers will come to experiencing tea the way it's sipped when plucked direct from the gardens. When drinking whole leaf tea, you'll notice a fuller, more complex flavor with a top note, middle note and finish - the kind of complexity you won't get from the "dust tea" that most tea drinkers are accustomed to.

Take a minute and spill out the tea of both an average tea bag and of two leaves and a bud's sachets (pull apart at the seam), and you will be able to see a huge difference in leaf size, cut, smell and color. Typical tea bags have to contain finely chopped "dust tea" (usually of lesser quality and grade) in order to steep through the paper bags. Whole



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leaf teas like our Jasmine Petal, meanwhile, can be enjoyed in loose leaf form, or in one of our pyramid tea sachets.

Unlike dust tea, whole-leaf teas need to steep for longer as there is not as much surface area for the water to have contact with. With each of our teas, two leaves and a bud provides recommended steep times and brewing temperatures so that tea drinkers can experience whole leaf tea the way it's enjoyed in gardens across the world.

Types of tea:

Tea, like wine, always comes from the same plant, *camellia sinensis*. It is in the way that tea is processed that makes it a black, green, or white tea. Red teas and herbal teas, meanwhile, are actually not tea at all (which is why they are sometimes called "tisanes")—they are simply herbs that are steeped in hot water.

- **Black tea** requires the most complex processing method. It begins with the fresh leaf being withered. The leaf is dried for up to eight hours on a bed of forced, blown air. This process speeds withering, removing just enough of the moisture to allow the leaf to be rolled without breaking.



After withering, the tea is rolled on rolling tables that curl the leaf and speed the fermentation process. After rolling, the tea is spread out in slightly humid "fermentation rooms," where the flavor increases over time. When the tea has reached its flavor "peak," it is then fired - heated to dry the tea and halt oxidation. The art of tea making requires the tea maker to judge the fermentation time correctly, so the tea can be fired at its most flavorful moment.

- **Green teas** are steamed, roasted or fried after they are plucked. In Japan, tea is steamed when it comes into the tea factory. There it is lightly rolled and then fired. This process gives the tea a very light green color and an earthy, vegetal flavor.



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In China, most green tea is pan roasted instead of steaming. For this reason, Chinese green teas are less green and more brown in leaf color and in the cup. Because green teas are processed less than black teas, the "fermentation" process is less complete so they tend to have less caffeine.

- So called because of its very light color in the cup, **white tea** is air dried and fired at a low temperature. True white teas are long-leafed, often including just the buds or "tips" of the tea plant. These are the buds of the plant. (Those dust tea bags which call themselves "white tea" are usually the dust from the processing of the higher quality teas.)



- **Rooibos**, or red tea, is an herbal tea that is derived from the Rooibos plant, which only grows in South Africa - hence the name of our "African Sunset" red tea. Since red tea is only derived from herbs, it is completely caffeine free. Rooibos' red color often comes from the oxidization of the herbs - however there is also such a thing as green rooibos, which is an unoxidized version of rooibos tea.



How tea is made:

Pluckers are the beginnings of a great cuppa' tea. Moving around the garden to harvest different areas every six to 14 days, depending on the season, the plucker's skilled hands are the key to getting "good leaf." And good leaf is the key to a better cuppa' tea.



From the field, tea is brought to the "tea factory" usually on or very close to the garden. Here the garden manager takes that great leaf and turns it into great tea.



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After being plucked, black tea is withered and green and white teas are steamed. The process of withering or steaming brings the tea leaf to a consistency where it can next be rolled in machines that will press all of the liquid and oils out of the tea leaf.

Black teas (not green teas) are next fermented—which means that they are laid out in a warm room and allowed to oxidize. As the tea oxidizes, its flavors begin to evolve and develop. Once the tea has reached its flavor “peak,” oxidation is halted and black tea moves on to its next phase of processing.

Both green teas and black teas are next fired—which means they are heated and dried in an oven that brings them to the wiry, dried state that you see in every two leaves and a bud tea sachet.

After firing, tea tasting begins. Experienced tea tasters cup each crop of tea, and taste it to evaluate its overall flavor, texture and aroma.

5. Two Leaves Highlights

Who are we?

“Two leaves and a bud is a small tea company specializing in whole leaf organic tea sachets from all over the world. What sets our company apart is that we go there—we actually go to the tea gardens, interact with the farmers, and experience tea in its purest, native form: as whole leaf tea. Our mission is to inspire our customers with the passion, care and effort that goes into every two leaves and a bud tea.”

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Individual Tea Highlights:

Black Tea

Organic Assam Breakfast

- Caffeine: Yes, but less than coffee
- Top Note: Smooth
- Middle Note: Robust and Sweet
- Finish: Complex Texture



“Assam is similar to an English Breakfast tea, but higher quality. It comes from the region of Assam, India and has an incredibly smooth, almost creamy flavor and consistency. It’s incredibly difficult to find a great organic black tea such as this one, but two leaves and a bud actually goes to India to source this organic Assam.”

Organic Earl Grey

- Caffeine: Yes, but less than coffee
- Top Note: Tangy citrus bergamot
- Middle Note: Robust
- Finish: Elegant, deep and round



“Earl Grey is a classic black tea with just a hint of bergamot flavor. Legend has it that the Earl Charles Grey was shipping black tea and bergamot oranges in the same ship—the black tea absorbed the flavor of the oranges, and Earl Grey Tea was born.

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Organic Mountain High Chai

- Caffeine: Yes, but less than coffee
- Top Note: Tangy and fun
- Middle Note: Full bodied
- Finish: Rich spices



“Two leaves and a bud Mountain High Chai is a traditional black tea with the classic spices of organic cinnamon, organic cardamom, organic cloves and organic orange peel. Unlike most chais, this one has no artificial flavor, and no sugar added—the classic chai flavor comes from a combination of great organic spices and great organic tea.”

Organic Darjeeling

- Caffeine: Yes, but less than coffee
- Top Note: Tangy
- Middle Note: Light but full
- Finish: Brisk



“Two leaves and a bud Darjeeling has a great complexity of flavor - light in texture while still remaining incredibly rich, with just a hint of sharpness. It is sourced from the hilly region of Darjeeling, India, where the quality of tea varies from hillside to hillside depending on the way the air runs through the tea bushes, the quality of soil, and how the sunlight hits the hills.”

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Green Tea

Jasmine Petal

- Caffeine: Light
- Top Note: Smooth
- Middle Note: Delicate and flowery
- Finish: Light



“Jasmine petal is a green tea with a wonderful floral aroma and flavor. This isn’t flavored with artificial jasmine—two leaves and a bud actually blankets its green tea with jasmine flowers for three nights in a row, when jasmine flowers have the most powerful aroma, so that the green tea absorbs that great natural floral flavor and aroma.”

Organic Tamayokucha

- Caffeine: Light
- Top Note: Smooth
- Middle Note: Rich but light
- Finish: Complex texture



“Tamayokucha is a simple, classic green tea. It has a really “big” green tea flavor and has no bitterness. The green tea is steamed as opposed to roasting, so that the tea is green (as opposed to brown) in the cup and has an amazingly clean, vegetal flavor.”

Organic Orange Sencha

- Caffeine: Light
- Top Note: Smooth
- Middle Note: Rich but light
- Finish: Complex texture



“Orange Sencha is classic green tea with bits of Italian red oranges in it. It makes for a great flavored option for people who love the health benefits of green tea, but like a tea with additional flavors as well.”

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Organic Tropical Goji Green

- Caffeine: Light
- Top Note: Tropical fruit
- Middle Note: Smooth and rich
- Finish: Slightly tangy



"Tropical Goji Green is a superfruit tea—it's a long leaf sencha (sun-dried green tea), with the flavor of tropical fruits and the slight citrus tones of goji berries."

Organic Gen Mai Cha

- Caffeine: Light
- Top Note: Grassy
- Middle Note: Smooth and nutty
- Finish: Toast



"Gen Mai Cha is green tea with roasted brown rice—it has the vegetal, earthy taste of green tea mixed with the nuttiness of brown rice."

Herbal Teas

Organic Chamomile

- Caffeine: None
- Top Note: Smooth
- Middle Note: Gentle
- Finish: Floral and soft



"Two leaves and a bud Organic Chamomile is 100% chamomile flowers—it is beautiful to look at in the pouch. Chamomile is an organic herbal tea, so it's completely caffeine free. Two leaves and a bud actually sources its chamomile from Egypt, where it acquires a great lemony, apple-like flavor."

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Organic Peppermint

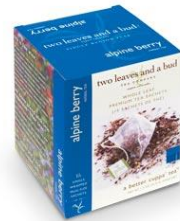
- Caffeine: None
- Top Note: Tangy
- Middle Note: Gentle and rich
- Finish: Floral and soft



“Peppermint is 100% pure peppermint—nothing else. Two leaves and a bud actually sources its organic peppermint in the US, from a small farm in Oregon. Peppermint is a great herbal tea, that aids concentration and soothes the stomach.”

Alpine Berry

- Caffeine: None
- Top Note: Slightly tangy
- Middle Note: Fruity
- Finish: Rich citrus



“Alpine Berry is an herbal tea with big fruity flavors that brews to a beautiful jewel-toned red color. It is completely caffeine free, and is a blend of herbs like blackberry leaves, hibiscus, and lemon peel. It also makes for a great iced tea.”

Organic Pomi-Berry

- Caffeine: None
- Top Note: Slightly tangy
- Middle Note: Smooth and rich
- Finish: Sweet berry



“Pomi-Berry is a superfruit tea. It is an herbal blend, so it’s 100% caffeine free, and combines ingredients such as forest berries, apple, lavender and hibiscus for a balanced, sweet relaxing herbal blend.”

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Organic Herbal Wellness Teas

Organic Better Belly Blend

- Caffeine: None
- Top Note: Tangy
- Middle Note: Complex and layered
- Finish: Tonic yet mellow



"Better Belly Blend is part of two leaves and a bud's Better Being wellness tea series. It settles the stomach with ginger and fennel, and has a rich taste thanks to calendula flowers and apple pieces."

Organic Better Morning Blend

- Caffeine: None
- Top Note: Citrus
- Middle Note: Smooth
- Finish: Sweet



"Better Morning Blend is part of two leaves and a bud's Better Being wellness tea series. It has ingredients like lemongrass, kombucha, and peppermint to stimulate the senses and give a caffeine-free wakeup call in the morning."

Organic Better Rest Blend

- Caffeine: None
- Top Note: Honey
- Middle Note: Smooth
- Finish: Slightly sweet



"Better Rest Blend is part of two leaves and a bud's Better Being wellness tea series. It's a soothing combination of chamomile and peppermint, with hops and valerian in it for a concentrated relaxation effect."

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Red Tea

Organic African Sunset

- Caffeine: None
- Top Note: Slightly tangy
- Middle Note: Smooth and rich
- Finish: Sweet citrus



“Organic African Sunset is a rooibos, or red tea. It is 100% caffeine-free, with a lemony, spicy flavor. It’s actually the tea that led two leaves and a bud to help found the TRUST Organic Small Farmers Initiative, so that more of the money paid for the tea could go back to the farmers who grow this wonderful rooibos.”

White Teas

Organic White Peony

- Caffeine: None
- Top Note: Smooth
- Middle Note: Robust and Sweet
- Finish: Complex Texture



“White Peony is a classic white tea. White teas are younger, larger leaves—so this tea has a smooth, savory, mellow flavor, that’s light in the cup like a true white tea should be.”

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