Directory of Tea Superconnectors

AFFILIATION

Co-Founder of Orientaleaf – Chinese Tea Curator & Retailer

NAME

Cary Woo

EMAIL

Info@orientaleaf.com

PROFILE PHOTO

- Cary.jpg

HERE IS WHAT MOST INTERESTS ME IN TEA...

I’m most interested in reimagining how Chinese tea is shared, discovered, and enjoyed in today’s world. In 2018, a few of us—friends with a deep love for tea—started this journey in Xi’an. We weren’t chasing trends or mass production, just good tea we genuinely believed in. In 2023, we brought our carefully curated teas online to reach more like-minded drinkers around the world. Our award-winning Fu Brick Tea reflects our commitment to quality and tradition, while we continue exploring new ways to connect people to the richness of Chinese tea through thoughtful retail experiences.

CLIMATE CHANGE & EXTREME WEATHER EVENTS

Increasingly unpredictable weather threatens tea quality, yield, and regional consistency. Small producers must adapt by focusing on resilient farming practices and flexible sourcing.

SUPPLY CHAIN DISRUPTIONS & GEOPOLITICAL INSTABILITY

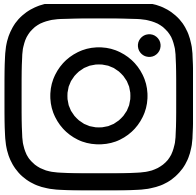
Shipping delays and shifting trade policies impact both sourcing and exports. Building direct relationships with producers and diversifying logistics partners are now essential strategies.

CHANGING CONSUMER PREFERENCES & MARKET TRENDS

Today’s tea drinkers seek authenticity, transparency, and deeper stories. This shift is an opportunity for curated, origin-focused brands to grow—if they remain agile and honest.

PRICE VOLATILITY & MARKET SPECULATION

© Copyright 2025 Mystic Media Custom Publishing



Fluctuating leaf prices and speculative buying can hurt both producers and consumers. Clear communication of quality and value is key to maintaining trust and stability.

TECHNOLOGICAL DISRUPTIONS IN RETAIL AND WHOLESALE ECOMMERCE (DTC, B2B, DIGITAL MARKETPLACES, INTERNET AUCTIONS)

Tech is reshaping tea commerce—from discovery to delivery. While algorithms favor scale, we believe niche, human-centered retail still has power—especially when paired with thoughtful storytelling and direct connection.

MY MAIN INTERESTS

- Educating consumers about tea's cultural significance, health benefits, traditions, history.
- Facilitating the exchange of best practices among growers, traders, and researchers.
- Marketing, brand building, practical experience in retail and wholesale, import and export and logistics.
- Tasting, blending, formulation, packaging, product life-cycle

MY TRAINING AND EDUCATION (LINKEDIN PROFILE OR WEBSITE URL)

https://orientaleaf.com/

CONTACT EMAIL

Info@orientaleaf.com

DIRECTORY TERMS & CONDITIONS

Disclosure is voluntary, visibility is public and revokable (simply delete directory listing). There is no charge. A subscription is not required to view listings. Participants are protected by opt-in email privacy standards (PIPEDA) described below.

Note: Contact details are visible to website visitors but not sold to third parties. The directory copyright is owned by Mystic Media Custom Publishing | Tea Biz Blog | Podcast (2025)

✔ **I agree to the directory terms and conditions.**

© Copyright 2025 Mystic Media Custom Publishing