



Directory of Tea Superconnectors

AFFILIATION

Co-Founder of Orientaleaf - Chinese Tea Curator & Retailer

NAME

Cary Woo

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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

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

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