Directory of Tea Superconnectors

AFFILIATION

Admari Brands

NAME

Adrienne Etkin

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PROFILE PHOTO

- AEtkinBioPic.jpg

HERE IS WHAT MOST INTERESTS ME IN TEA...

What interests me most about tea is its ability to transcend all kinds of borders; geographical, cultural, and even sensory. In the US, a country shaped by many cultures, tea has the ability to become an adaptable, expressive shared language. It has the power to open hearts, create connection, and carry stories across continents, all while being nourishing and delicious.
To me, modern tea culture is the world's love language. It speaks gently, inviting presence, curiosity, and endless learning.
I am fascinated by the rich history of tea, tea culture, and the evolving farming practices, rituals, and modern integration of specialty tea into culinary and creative spaces.
Tea is where heritage and experimentation coexist. Whether it's through pairings, culinary applications, or behind the bar, there's always more to explore. After 19 years of working with tea, there's a sense of guardianship in this work, and at times, an ambassadorship, always grounded in deep respect for the people and places that produce and protect tea. It's a path I'm grateful to walk.

MY MAIN INTERESTS

- Educating consumers about tea's cultural significance, health benefits, traditions, history.
- 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://www.admaritea.com/

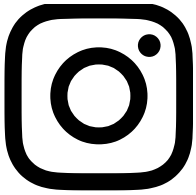
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