

Directory of Tea Superconnectors

NAME

Gregory Glancy

EMAIL

greg@teafoundry.com

HERE IS WHAT MOST INTERESTS ME IN TEA...

I’m most interested in the details and stories of the people who produce the tea I love. Everyone in this industry has some unique insights and expertise that can teach me to better understand and appreciate the tea that they produce or deal with, and I love getting the chance to talk tea with anyone and everyone with an interest.

Recently (or since 2019 anyway), I have been experimenting with tea concentrates and have developed a rapidly dissolving, solid tea tablet-producing process that has been patented or has patent pending in several countries. I’m pretty proud of it even if it never goes anywhere commercially, mainly because it has taught me so much about what’s in brewed tea and how it behaves in concentrated form. Fascinating stuff.

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

I love that smaller growers can more easily sell their products direct to cons & can’t wait to see what innovations come along next!

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.
- Leveraging digital technologies, including blockchain and artificial intelligence, to enhance transparency and efficiency.
- 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.linkedin.com/in/gregoryglancy

CONTACT EMAIL

greg@teafoundry.com

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OPTIONAL: UPLOAD AN EXAMPLE OF COLLABORATIONS THAT DEMONSTRATE YOUR ROLE AS FACILITATOR.

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