Directory of Tea Superconnectors

AFFILIATION

The Kraken's Cup

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PROFILE PHOTO

- me.jpg

HERE IS WHAT MOST INTERESTS ME IN TEA...

I am very passionate about using tea as a way to connect our community. My tearoom is growing into a community hub, both as a place where people can disconnect from the chaos of the "normal" world for a while to connect with each other, and as a place where they can learn about and experience the world of tea. I have degrees in anthropology and religious studies, and the one thing that both of these educational paths have led me to appreciate is how tea crosses continents, cultures, time, and beliefs. It brings us together by providing a common ground where we can start a dialog.

SUPPLY CHAIN DISRUPTIONS & GEOPOLITICAL INSTABILITY

tariffs are having a large and direct impact on the new and small tea businesses

CHANGING CONSUMER PREFERENCES & MARKET TRENDS

market trends and consumer preferences will always have an impact on the food and beverage industries as a whole

COMPETITION FROM ALTERNATIVE TEA SOURCES & SYNTHETIC SUBSTITUTES

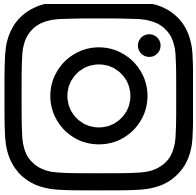
There is room enough in the market for tea an alternatives if we work together

MY MAIN INTERESTS

- Educating consumers about tea's cultural significance, health benefits, traditions, history.
- Tasting, blending, formulation, packaging, product life-cycle

MY TRAINING AND EDUCATION (LINKEDIN PROFILE OR WEBSITE URL)

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