Directory of Tea Superconnectors

NAME

Desirée Nelson

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PROFILE PHOTO

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HERE IS WHAT MOST INTERESTS ME IN TEA...

What most interests me in tea is the intersection of origin, relationships, and real-world demand. I care deeply about how tea moves from farm to finished product—who grows it, who processes it, who buys it, and where value is created or lost along the way.

I bring a strong, practical understanding of what consumers actually want and how to translate that into products and brands that sell—not just sound good on paper. I've worked across sourcing, formulation, manufacturing, branding, and go-to-market, so I naturally operate as a connector between farms, manufacturers, and buyers who often aren't speaking the same language yet.

At this stage, tea isn't just about flavor or trends for me. It's about building durable supply chains, aligning origin realities with market expectations, and making smart introductions that lead to better products, stronger brands, and long-term partnerships.

CLIMATE CHANGE & EXTREME WEATHER EVENTS

I don't like to grip about it I believe in planting trees and creating micro climates

SUPPLY CHAIN DISRUPTIONS & GEOPOLITICAL INSTABILITY

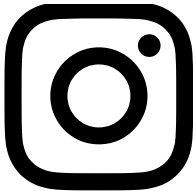
It's important to have good supplier relationships, and spot back ups

RISING PRODUCTION COSTS & LABOR SHORTAGES

It's important to educate the market and customers through storytelling

CHANGING CONSUMER PREFERENCES & MARKET TRENDS

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Well, right now it’s protein do you want to put protein in your tea? OK just kidding value auditions are important though. Hydration plus functional benefits is where it’s at.

MY MAIN INTERESTS

- 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)

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