



Bhavi Patel Named Editor of Tea Journey Magazine

Tea journalist and digital storyteller [Bhavi Patel](#) is the new editor of *Tea Journey Magazine*, effective July 1.

Magazine founder and publisher Dan Bolton said, “Bhavi’s distinctive voice is shaped by years of traveling and blogging, which expresses a deep engagement with tea culture. She brings a fresh, inclusive perspective to one of the world’s most respected publications devoted to tea.”

“We are celebrating *Tea Journey*’s tenth anniversary, and are excited to take a significant step — refreshing the website, enhancing news coverage, and relocating to the tea lands to build stronger relationships with producers and origin-based storytellers,” adds Bolton.

“I first encountered the [Tea Journey Magazine](#) in a webinar I attended where Dan was a speaker,” said Bhavi. “Since then, I have been a loyal reader of the magazine and a diligent listener of the [Tea Biz Podcast](#). Over the years, I have loved reading every article in the magazine. I feel honored to join *Tea Journey* as an editor. I am eager to delve into the world of tea in my new role and share more stories from around the globe.”

“I aim to connect tea producers and consumers throughout the value chain, sharing stories of communities where tea is more than just a livelihood—it is a part of their culture and pride. I hope to build a stronger appreciation for tea by introducing our readers to the people behind every cup,” she adds.

Bhavi began her journey in 2016 as the *Banjaran Foodie*, an independent blog with a loyal following. “Her nuanced reviews, origin stories, and profiles of growers and producers are enjoyed worldwide,” said Bolton. Bhavi is a distinguished tea and coffee expert with a background in dairy technology and brand building. “Her educational background enables her to look at tea from a unique lens,” Bolton added.

Bhavi leads a collaborative group of 40 professional tea writers and experts globally. *Tea Journey* published its inaugural issue in June 2016 after a successful Kickstarter campaign that raised \$128,000 in donations from tea lovers in 36 countries.

“Relocating to India brings us closer to the people who produce tea,” said Bolton. The move will also lower operational costs, enabling us to expand coverage and strengthen our connection with the industry, he said. “Above all else, it sharpens our lens and extends our reach. India is the beating heart of tea cultivation and culture.” To finance the move, Tea Journey is partnering with equity crowdsourcing platform [OverSubscribe](#) to enable subscribers who invest and benefit financially.

Bhavi has contributed to many food and beverage magazines, including *Perfect Daily Grind*, *Coffee, Tea & I*, *Fresh Cup*, *STiR coffee and tea*, *MTPak*, and *Coffee Intelligence*, among others. She has a Bachelor of Technology in Dairy Technology, followed by a post-graduate diploma in Rural Management.

“Our expertise resides in storytelling by professionals who know the tea lands from birth and speak the native tongue,” explains Bolton. “Think of us as a digital caravan of storytellers who travel to the tea lands and return with authentic, authoritative, and exclusive articles, photos, and videos to help readers refine their taste in tea.”

Tea Journey Magazine and the *Tea Biz Blog / Podcast* are owned by Mystic Media Custom Publishing. Founded in 2002 in Los Angeles, Calif., the company relocated to Winnipeg in 2010 and is registered in Manitoba, Canada. BN/NE 83070 3575 MC 001