

Mei Leaf Tea

Which goals align?

Since the Tea Tavern's goal is to help people achieve a better, healthier life, what are the priorities that the organization's goal align with?

- ☒ Does it taste good to people who enjoy high quality tea?
- ☐ Is the tea likely to be healthy?

How goals are aligned if...

The Tea Tastes Good

[Mei Leaf Tea](#), as a brand, has made itself stand out as the vendor of "pinnacle" tea, as it pertains to flavor. Numerous daily gongfu, Chinese tea drinkers strongly recommended that the Tea Tavern work with them as a wholesale vendor, and the reasoning makes sense. One only needs to browse the [Mei Leaf tea](#) YouTube videos to see how they are passionate and effective at teaching people about tea and finding only the finest tasting versions of those teas (to the owner's taste, of course). They have scouts go out to Chinese tea farms, funnel thousands of teas down to a select few hundred that they ship samples of to the Mei Leaf, which then go through taste testing with the owner to decide on a select few teas that they decide are the "pinnacle" of the particular type of tea.

Mei Leaf Tea is actually a prime example of why the Tea Tavern likes to work with wholesalers. Yes, the price is higher for working with them, but our vendors go through significant efforts that are more immediately capable of supporting the goals of the Tea Tavern.

This being said, the owner has mentioned these teas are cultivated from, are likely to have non-marketed traits, like being organic. Many of the teas they source are likely to be sold with or without any kind of evidence of things like organic farming and there is good reason to believe it. This being the case, however, means that when wholesaling from Mei Leaf, the focus is in the quality of the flavor above all else.

Revision #2

Created 19 May 2025 03:54:10 by Farrah

Updated 19 May 2025 04:29:56 by Farrah