The Phoenix Collection

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?

- [x] Does it taste good to people who enjoy high quality tea?
    - Teas that age well are the specialty
    - Fresher teas are hit or miss, but one can tell they are most are a higher quality.
- [x] Is the tea likely to be healthy?
    - Likely, though little information is generally given to prove this.

How goals are aligned

David Lee Hoffman is the owner of The Phoenix Collection, where we wholesale teas such the 1995 "Green Pu'erh" and Aini Bamboo Shu (2014). He was one of, if not *the*, first Americans to go to and source tea from China. In the documentary All in this Tea, people can see the attention to quality through his telling of how tea smelled, how tea tasted, and what was used to grow the tea (ex. organic fertilization). He even cared about the lives of the farmers and their ability to sell tea without requiring a factory as the middle-man. Something that may have helped the growth of two other vendors: West China Tea and Grass People Tree.

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