

# Website Copy

## PRODUCT COPY

Format

1. Product Name
2. Short Bio
3. Origin and Craftsmanship (drop down for info)
4. Flavor Profile (drop down for info)
5. Benefits (drop down for info)
6. Brewing Instructions (drop down for info)

Example:

### **Osmanthus Oolong - A Wildcrafted Floral Masterpiece**

A rare, seasonal oolong from Guizhou, China, Osmanthus Oolong is crafted using traditional methods, free from additives or artificial processing. Harvested from **400-600-year-old Bird King Big Leaf tea trees** at **1,200-1,400m**, this tea is naturally infused with wild Osmanthus flowers, creating a deeply aromatic and smooth infusion.

#### **Origin & Craftsmanship (drop down for info)**

- **Single-origin & small batch** from Pan Yin Mountain, Guizhou
- **Naturally infused** with fresh Osmanthus flowers over 2-4 days
- **Handcrafted & sustainable**, with no fertilizers, flavor additives, or artificial heat

#### **Flavor Profile (drop down for info)**

- **Sweet & Floral** - Rich osmanthus aroma with lingering honeyed notes
- **Smooth & Silky** - A refreshing, full-bodied mouthfeel
- **Long-Lasting** - Retains bold flavors for up to 10 steeps

#### **Benefits (drop down for info)**

- Balanced caffeine for relaxation and focus
- Rich in antioxidants, supporting overall wellness
- A grounding tea, ideal for slowing down and resetting

#### **Brewing Instructions (drop down for info)**

- **Water Temperature:** 195–205°F (90–96°C)
- **Steep Time:** 15–30 sec per infusion
- **Tea-to-Water Ratio:** 4g per 100ml (Gong Fu style)
- **Best Brewed In:** Gai Wan or small teapot for multiple steeps

**Call to Action (Button Below Text)**

- *Experience Osmanthus Oolong → Add to Cart*

# HOMEPAGE COPY

**Headline:**

- *Step Into The Tea Tavern – Where Every Cup Develops with Your Story*

**Intro:** discuss the brand’s mission and passion for high-quality, sustainable loose-leaf teas

- The Tea Tavern works with customers' current situations and environments to help promote a happier, healthier life through providing the tools and education necessary to consume healthier products, supporting community, and the environments from which they stem.

**What Makes Us Unique/Key Brand Values:** Highlight the **sustainability** aspect and **Gongfu tea brewing tradition** using a Gaiwan

- ✓ Sustainably sourced loose-leaf teas & tisanes from around the world
- ✓ Rooted in **Gongfu brewing traditions**
- ✓ Fantasy **tavern-inspired** aesthetic
- ✓ Mindfully packaged in compostable materials

**Call to Action:**

- *Examples: Explore Our Teas | Start Your Tea Journey | Shop Now*

# SHOP PAGE

**Headline:** *Find Your Perfect Brew*

*Product Listings & Category Descriptions*

# BLOG/EDUCATIONAL CONTENT PAGE

## Headline:

- Example: *Stories, Rituals & Recipes from The Tea Tavern*

**Types of Content:** tea origins and history, brewing techniques, tea and wellness, pairing and recipes

## Blog Topics:

- The Origins of Gong Fu Brewing
- How to Choose the Right Tea for You
- The Benefits of Loose-Leaf Tea Over Tea Bags
- Tea & Food Pairings for Every Occasion
- Gong Fu vs. Western Brewing
- Caffeine in Tea
- How The Tea Tavern Supports Ethical Sourcing & Small Tea Farms

## Call to Action (At the End of Each Post):

- *Explore Our Teas | Sign Up for Our Newsletter*

# CONTACT PAGE COPY

## Headline:

-Invite visitors to reach out for inquiries, wholesale partnerships, or collaborations.

-Include a simple contact form and social media links.

-*"Have a question or just want to chat about tea? We'd love to hear from you!"*

# BUNDLE COPY

1. Product Name:

## Tea Trio Bundle – White, Oolong, and Green

### 2. Short Bio:

Discover the artistry of tea with our Tea Trio Bundle, featuring three exquisite teas: Masters White, Osmanthus Oolong, and Masters Green. Sourced from renowned tea gardens in China, each tea offers a unique flavor profile and a taste of traditional craftsmanship.

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### 3. Origin and Craftsmanship (*Dropdown*)

- Masters White:
  - Osmanthus Oolong:
  - Masters Green:
- 

### 4. Flavor Profile (*Dropdown*)

- Masters White:
  - Osmanthus Oolong:
  - Masters Green:
- 

### 5. Benefits (*Dropdown*)

- Masters White:
  - Osmanthus Oolong:
  - Masters Green:
- 

### 6. Brewing Instructions (*Dropdown*)

Masters White:

Osmanthus Oolong:

Masters Green:

# NON TEA PRODUCT

## Format

Overview:

Key Features:

- Material:
- Design:

- Durability:
- Functionality:

How to Use:

Why You'll Love It:

Sustainability:

## Example

Tea Pet / Strainer Shelled Turtle

**Overview:** Introducing the Tea Pet / Strainer Shelled Turtle—a charming, functional solution from the deep roots of *The Tea Tavern's* philosophy. Inspired by nature and crafted with care, this unique strainer is a game-changer for your tea ritual.

### Key Features:

- **Material:** Handcrafted from Yixing Zisha Clay, known for its rich history and exceptional ability to maintain the integrity of tea flavor
- **Design:** This beautifully molded strainer mirrors the natural elegance of a turtle's shell, resting comfortably on the rim of most tea cups
- **Durability:** Unlike plastic strainers that can leach chemicals or break down under heat, our Turtle Strainer ensures your tea stays pure with the sturdiness of ceramic
- **Functionality:** Ideal for Gong Fu Cha and loose leaf teas, the Turtle Strainer effortlessly filters leaves, providing a cleaner, more enjoyable tea experience

**How to Use:** Place the Turtle Strainer atop your favorite tea cup, and pour your tea through its intricately designed shell. Watch as the leaves stay neatly contained, leaving you with a perfectly strained cup every time

**Why You'll Love It:** The Turtle Strainer offers more than just practicality—it brings a touch of whimsy and wonder to your tea rituals. Whether you're steeping a delicate oolong or a bold black, this unique tool will keep your tea pure while maintaining the natural, earthy vibe of your *Tea Tavern* experience

**Sustainability:** Crafted from high-quality Yixing Zisha Clay, this strainer is not only a durable addition to your tea set but also a sustainable one, offering a plastic-free alternative to conventional strainers

# MYSTERY TEA

## Mystery Tea - A Sip of Adventure

Step into the unknown with our **Mystery Tea**—a unique, budget-friendly ensemble that's perfect for tea explorers looking to add a little surprise to their cup. We can't tell you exactly what you'll get, but that's part of the fun! This tea is a mix of leftovers from our collection that are waiting to be rediscovered and enjoyed.

### Why You'll Love It:

- **Expect the Unexpected** - Each batch is a mystery, so you never know what delightful (or quirky) flavors might surprise you.
- **Affordable & Fun** - A great option for those looking to try something new without breaking the bank.
- **Perfect for Tea Adventurers** - If you're not afraid of a little unpredictability, this tea will keep your taste buds guessing.

### What You're Getting:

- A mix of various tea types, some from our best-loved leaves and some we're still getting to know.
- No promises, no guarantees—just a great deal on a cup of mystery.

### Disclaimer:

- Quality? Let's call it an adventure.
- Flavor? Could be bold, it could be subtle—let's see what surprises await!

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