

Tea to go

Tea to go

Our top picks

# Future of Speciality Tea in Retail Market

THE GO  
ND  
Oolong Tea

T2  
Totally  
Chilled

T2  
Totally  
Chilled

A wide-angle photograph of a tea plantation landscape. The foreground and middle ground are dominated by terraced tea fields on rolling hills, interspersed with clusters of tall, thin trees. The hills recede into the distance, creating a sense of depth. The sky is bright and slightly hazy. Overlaid on the right side of the image is a white rectangular box containing the text "Tea plantation: Where tea and idea was born".

**Tea plantation:  
Where tea and idea was born**

---

# Speciality Tea is Origin based uniqueness

- Teas from different region



---

# Speciality Tea is Origin based uniqueness

- Similarity between Wine and Tea



# Retail embrace to speciality tea



- Speciality Tea is marketed as High

---

# Tea Retail embrace to speciality tea

- Millennials Tea entrepreneur



# Tea Retail embrace to speciality tea



- Widening the



# Tea during pandemic

- Speciality Tea sales increase

# Tea during pandemic

- Perceived health benefit  
Green Tea

*Health Benefits of*  *Green Tea*

**Top 10 Home Remedies**

- 1 Improves Brain Health  
- 2 Lowers Blood Sugar Levels  
- 3 Reduces Cholesterol Levels  
- 4 Promotes Oral Health  
- 5 Helps Maintain Body Weight  
- 6 Prevents Hair Loss  
- 7 Fights Against Aging  
- 8 Lowers Blood Pressure  
- 9 Reduces the Risk of Cancer  
- 10 Keeps Bones Strong  

---

**Thank you**

---



# The Future of Tea : Specialty Tea

Neysa Valeria - Havilla Tea  
@neysavaleria @havilla\_tea

**Food Hotel Indonesia – F&B Hub**  
26 Juli 2021

*Havilla*  
GOURMET TEA

# Market Readiness

- tea has slowly shifting from being a substitute or option
- things has changed
- people look forward for it





# Market Readiness & Timing

- more stable-built market
- pandemic
- fresh air in the industry

# The Growth of Tea Industry in Local Market

- the growing number of local new wave tea businesses
- 90% labeled as premium tea category



# Versatility

ver·sa·tile - able to adapt or be adapted to many different functions or activities.

- Tea is very versatile
- Creativity is unlimited
- You can be very creative with tea, in particular specialty tea without hurting its quality and characteristics



*Thank You*

# THE FUTURE OF TEA: SPECIALTY TEA



*@OZASUDEWO*



# SPECIALTY COFFEE



## 2nd Wave

*Coffee Shop Chains / Lifestyle*



3rd Wave

*Artisan Coffee / Crafted*



ANOMALI  
COFFEE





# ES KOPI SUSU!

*Praktis, Manis, Kopi!*



What's next?

# What's next?

- ❖ Gelato
- ❖ Liqueur / Cocktail
- ❖ Milk & Yoghurt
- ❖ Chocolate

Tea is Future

# Tea is Future

- ❖ Big Consumer Base

# Big Consumer Base

- ❖ 2nd Most Consumed
- ❖ Highest Sales in Restaurant
- ❖ Social Capital
- ❖ Low-Barrier
- ❖ Widespread



# Tea is Future

- ❖ Big Consumer Base
- ❖ Light Investment

*NO MACHINE NEEDED!*

