

A vibrant retail display for 'Tea to go' featuring a variety of colorful, patterned mugs, water bottles, and tea boxes. The display is arranged on shelves and a round table. A sign in the background reads 'Tea to go'. A sign on the table reads 'Oolong Tea'. A sign on the right side of the image lists 'Tea to go' products and prices.

Tea to go

# Future of Speciality Tea in Retail Market

A wide-angle photograph of a tea plantation landscape. The foreground and middle ground are filled with 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 two lines of bold black text.

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



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# Speciality Tea is Origin based uniqueness

- Teas from different region



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# 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



A close-up photograph of a clear glass teacup with a handle, sitting on a matching glass saucer. The cup is partially filled with a golden-yellow liquid, presumably tea. A stream of the same liquid is being poured from above into the cup, creating a dynamic splash and numerous bubbles. The background is a dark, textured surface, and the foreground shows a wooden surface. The lighting is dramatic, highlighting the clarity of the glass and the vibrant color of the tea.

# Tea during pandemic

- Speciality Tea sales increase



# Tea during pandemic

- Perceived health benefit  
Green Tea



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Thank you

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# 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!*



