

Journey of a Tea Entrepreneur

by Neysa Valeria - Havilla Tea

Food Hotel Indonesia – F&B Hub

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How It Started - 2011

Tea Travel to Tea Leaves

Posted: December 3, 2012 | **Author:** foodandteatraveller | **Filed under:** Melbourne, Tea, Trip and Event | **Tags:** melbourne, Melbourne day trip, tea, tea cup, Tea Leaves, Tea Leaves Melbourne, tea review, tea shop, tea travel | 2 Comments

I can say this is my another tea travel after a couple of months. The shop is **Tea Leaves**, located in the Tourist Road, Sassafras of Mount Dandenong, Victoria. This small shop is a tourism award winning shop in Sassafras and has a very delightfully warm atmosphere. They offer more than 300 teas, ranged from all tea types, tisanes, herbs, spices, fruit and flower infusions, coffees and chocolates. About 3 months ago Ci Celi gave me a box of nice Jasmine green tea from this shop, the tea packed in a foil bag inside a sliding wooden box and it smells very nice. Finally I can make a visit to this tea shop last Sunday 😊



Fukamushi Sencha Ryokufu from Fukujuen

Posted: March 7, 2013 | **Author:** foodandteatraveller | **Filed under:** Japanese, Tea | **Tags:** Fukamushi sencha, Fukamushi sencha ryokufu, Fukujuen Japan, Japanese tea, tea, tea review | 9 Comments

Who doesn't love green tea? Well, seriously these days green tea is gaining more popularity through out the culinary world. People keep creating and inventing any kind of dishes with green tea.

The popularity also supported by its well-known health benefits that one can get by consuming it. This type of tea is rich of antioxidant which is very good for your skin. Moreover, green tea also has more advantages to prevent body from heart diseases, liver diseases, immunity problem, tooth decay and also said it has cancer fighting properties. Amazing, isn't it?

The rich and significant health benefits from green tea resulted from the limited oxidation process of the tea leaves. Most of green tea are from China but some of the best ones are from Japan. This time I would like to share one of my favorite green tea which is Fukamushi Sencha "Ryokufu" from Fukujuen. I got this from my bf after he traveled to Singapore and had a chance to visit a nice tea shop there. The owner lady of the tea shop itself recommended this tea to him as she said "This is one of the best sencha and tastes very very good." Well he bought it. Later we sipped a cup of this sencha together and absolutely agreed with the lady as this sencha is so beyond.

Fukamushi sencha through longer steamed process that lock the tea flavor deeper and stronger. I reckon the steaming process also resulting the deeper and darker green color compared by other types of sencha. For this one, it tastes bold, rich and strong yet refreshing aftertaste.



A tea blog

2012-2013



Years of exploration

2012-2013



Years of exploration and learning

2014



The beginning of Havilla Tea

Tea Appreciation Class - 2014



Tea Tasting Class - 2014

2015



Interaction,, experience and education



Tea & Food Pairings

Tea & Chocolate Pairings



Tea Workshops



2018 - present

PRODUCT & SERVICES

- Retail B2C
- Wholesale B2B
- Tea Education / training & workshop
- Recipe development
- Private & Corporate Events
- Private & Corporate Gifts
- OEM

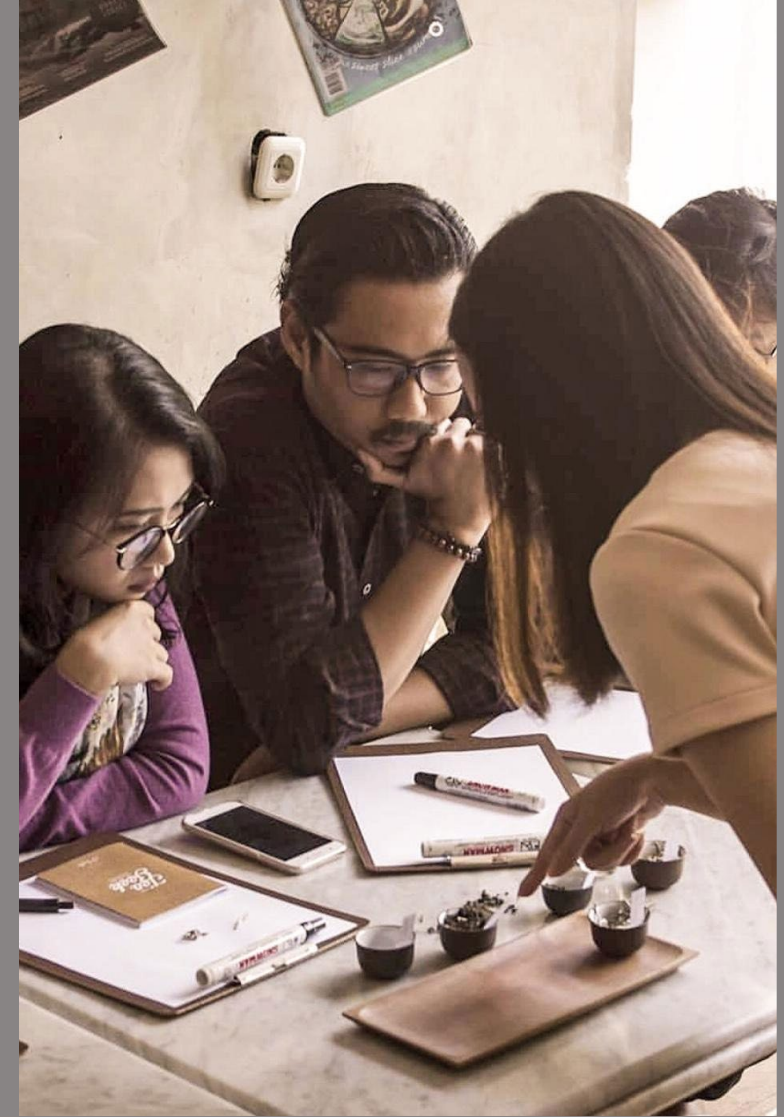


2018 - present



Tea-Based Cocktail & Mocktail

More Recent Tea Workshops



Exhibitions



Exhibitions



Corporate Hampers





Giving Back to The Societea



FAST FACTS

Neysa started Havilla Tea because **she loves tea** and want the young generation in Indonesia have the access to enjoy the goodness of drinking good quality teas.



2015 – 2017 : 3-4 team member



2015 – 2017 : actively held tea workshops



late 2018 – present : started the F&B vocational training & employment project for the autism community (KPAS)



2018 – present : work with independent local farmers around our city and 1 farmer co-op community in Central Java

mid 2014



1-man-show mini tea business, struggled to source quality local ingredients



door-to-door approach the blooming specialty coffee shop owners to serve premium tea



strived to introduce specialty tea to the end users and live with only 10 café customers



2017 – **registered the company**



end 2017 : 100 B2B customers

2015-2017

2018-present



2020 – 15 team members of 85% female workers



2021 : served 300+ B2B customers and thousands of B2C customers all around Indonesia and abroad



For The Love of Tea - *book*

March 2021

A light yet comprehensive approach to everyone who loves tea or just started to get into the fascinating world of tea. Composed personally and packed in beautiful visualization for the eyes.



Key Ingredients

- Knowledge : product & market
- Adaptation : defines flexibility
- Innovation : offer something new
- Agility : speed to act with accuracy

Thank You