



Valley Green Tea

Wholesale Information for Retailers

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About Valley Green Tea

Valley Green Tea

Valley Green Tea is Australian company based in Sydney. The business was started by EnJie, who grew up in the Fujian province of China, famous for its Oolong (Wulong), white tea and green tea production. She is supported in the business by her Australian born husband - Peter.



Whilst now based in Australia, EnJie is connected to the tea industry back in China via family and friends that support our business. She visits the region and her tea producers regularly.

Our passion involves sharing the enjoyment and culture associated with authentic Chinese tea. We sell our teas on-line, over the phone or by mail, at selected fairs we attend and through selected shops, restaurants and health clubs.

We are unashamedly biased in our opinion that China, being the ancient birthplace of tea, still offers the best teas to the world. Many may imitate, but the Chinese still do it best. It is not that hard to grow a tea plant. It is a lot harder to know how to grow tea under the right conditions, when and how to harvest, treat, store and package to present a pure tea with subtle distinctions in flavour and after taste. Within tea producing regions of China, tricks of the tea trade are closely guarded.

This is why countries and growers new to tea production generally flavour teas with exotic combinations of flowers, fruits additives etc. It makes sense to cover the lack of refinement in the basic tea manufacturing process with some novelty factor. We on the other hand are purists, who prefer to let the characteristics of the best teas in the world speak for themselves.

About En Jie

The public face of **Valley Green Tea** is En Jie, whose varied background and experiences have uniquely qualified her to both source quality Chinese teas at good prices and provide comment on the related health benefits:

- En Jie is a former medical practitioner and public health researcher. She has a degree in western medicine (China) and a Masters in Public Health (University of Sydney).
- She practised as a doctor and specialist surgeon in China.
- She immigrated to Australia more than 20 years ago.
- In Australia she has worked as a public health researcher at both Macquarie University and the University of NSW on qualitative aspects of many life style related health conditions.
- En Jie grew up in China's Fujian Province - a tea producing area famous for its Oolong ("Wulong"), white and green teas. As a local who speaks the dialect, she maintains close direct contact with her tea producers.



En Jie believes that **Chinese tea** has something to offer in an era where life style related conditions such as obesity, cardiovascular disease, cancer and diabetes are taking an increasing toll on the population. EnJie's promotion of the enjoyment of Chinese teas is consistent with her interest in community health through natural remedies.

Exceptional Quality Tea

Teas are quality graded in China. Chinese tea is all about quality, similar to wine in western culture. Our target is the high end of the quality spectrum, from above average (High Grade) to the grade (Exclusive) that above even some locals will find it difficult to taste further improvement.

Our **High Quality Tea** is an excellent tea compared to what most other Australian providers are supplying under any quality grade.

Our **Premium Quality Tea** is an outstanding tea by Chinese standards. The consumption of quality tea represents one's social-economic status to certain degree in China. Our Premium grade tea is the grade that only the high income Chinese would consume.

Our **Exclusive Quality Tea** is the quality grade is rarely exported. The teas are often used by businesses as gifts.

We have not found an Australian supplier to be able to match the quality of these teas to date.

Custom Tea Sourcing

EnJie is Chinese and grew up in Fujian Province, China, home to the cultivation of white, oolong teas and Green Teas. She has excellent contacts with suppliers and associates in the tea industry in China.

So if we don't stock a particular variety of tea that is of your interest, we can most likely source it for you.

This is a great opportunity for you to enhance your reputation by providing unique varieties to your retail store or restaurants.

We have done this for a variety of clients and Enjie is happy to provide pricing and advice in this area.

Shipping Information

Local Shipping

Our standard wholesale delivery within Australia is arranged through Australia Post or TNT. Please allow 2 working days for a wholesale order to be prepared for shipping.

At Valley Green Tea, we only store new season teas. At different times of the year, some stock could get fairly low. For example we endeavour to clear all our stock before its new harvest season so that the new season teas could be put on the market on time. It is therefore, as a principle, always a good idea to give a good lead time before the stock is required, especially if the order volume exceeds certain size (3-5kgs). Under these circumstances, we will order the stock directly from China for you.

Please contact us for stock availability when necessary.

Arrange Direct Shipments

Valley Green Tea could arrange bulk (10kg and above) shipping directly from China. This can take up to 10 working days - depending on the combination of air-sea freight. Please contact us for further information with regard to making these special arrangements.

Storage of teas

Teas of this quality need to be stored carefully to retain their high qualities. All our teas are packaged and sealed in small satchels and some are stored in refrigeration.

Items that require refrigeration:

1. all green teas, including jasmine green tea varieties
2. Tie Guan Oolong tea
3. Keemun black tea

We recommend they are stored refrigerated at the wholesaler's premises unless sold within 3 weeks. Please also be sure that the teas are not exposed to foreign odours when refrigerated.

For teas that do not require refrigeration, we recommend to store teas at a place that is:

1. dry
2. dark (absence of light)
3. lack of foreign odours
4. lack of moisture

Create Your Own Brand

Valley Green Tea is in the process of establishing a business base in mainland China. One of the future services from this base will be custom packaging to facilitate those businesses who wish to create their own brand. Please contact us to discuss further if this is in your interest.

In House Store Promotions

En Jie enjoys promoting teas – discussing tea varieties and tea preparation techniques as well as the fascinating tea ceremonies and tea culture of China.

She is happy to consider working with your outlet to do a promotion.

En Jie is Sydney based and she is available for in house tea preparation demonstration in all Sydney metropolitan areas. Please contact us to arrange an appointment.

For those who are outside of Sydney area, special arrangement could be made according the level of interest. Please contact us to inquire.

Website Listing

To assist to promote your business, Valley Green Teas offers **free** online listing on our website under the category of ‘agents and outlets’ which is regularly visited by those who prefer to shop the traditional way – buying from a shop.

This has been proven to be an excellent opportunity for those who seek to increase their online exposure.

Pricing & Discount Policy

Please request through sales@valleygreentea.com.au for a copy of our wholesale price table and policy.

Future Plans of Valley Green Tea

The Future plans of Valley Green Tea include:

1. Establish a business base in mainland China. Through this base, Valley Green Tea will be able to offer additional services such as:
 - drop shipping directly from China
 - custom packaging
 - special sourcing (teas or blends)
2. Extend the health herbal tea range. It is Valley Green Tea’s intention to develop a range of health herbal teas to offer to our customers. Please check our herbal tea category for new products.

If you have any ideas that you think may be of interest to us, we would be very glad to hear from you too!

Valley Green Tea reserves the right to adjust its policy at all time should it become necessary.