

The Art of Tea®



Our Vision

To be recognised nationally (and beyond) as THE Tasmanian tea brand, a company that continues to deliver high quality and innovative teas for health and enjoyment, whilst being genuine and caring about all of our customers.

Mission Statement:

Our mission is to improve everyone's health and well-being daily, by simply enjoying our leaf teas and herbal infusions.

Our Key Values are:

- Health
- Relationships
- Making a difference
- Genuine
- Caring
- Growth

Our values in detail include:

- Friendly, genuine and empathic customer service
- The promotion of good health, and happiness through consumption of the range of products to suit the customers' needs and preferences
- To provide as accurate as advice as is possible, without providing misinformation based on lack of detailed knowledge of the products/ingredients
- Providing employees with some flexible working hours to meet family and lifestyle choices, with the aim of providing work/life balance
- Providing a relaxed, friendly courteous working environment, where employees feel valued have input into the direction and running of the business
- A clean and tidy workplace where customers and employees are safe, relaxed and focused.
- Providing quality, fresh products sourced from suppliers that pride themselves in quality and natural ingredients. No artificial additives, flavours.
- Aims to source & promote Australian (& Tasmanian) grown tea and herbals where cost effective and quality assured
- The protection and preservation of the environment and undertake re-use/recycle /reduce practices where possible
- Utilising and supporting local businesses where possible
- Support by donation select local charities & primary schools
- Seek & build a relationship with a State & National organisations that would mutually benefit their members (people with health issues) and promote our business values
- Growing a business to ensure a broad range of customers have access to our quality teas/herbals and enjoy the health benefits.