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## About Tea WG

Tea WG, the finest luxury tea brand in the world, was established in Singapore and celebrates the year 1837 when the island became a trading post for teas, spices and fine epicurean products. Tea WG, which stands for The Wellbeing Group, was founded in 2008 as a luxury concept that incorporates unique and original retail outlets, exquisite tea rooms and an international distribution network to professionals. Committed to offering teas directly from source gardens, Tea WG's collection is the largest in the world, with fine harvests from every tea producing country and exclusive hand crafted tea blends. Internationally recognised as a true innovator with the creation of new varieties of tea every season in collaboration with the world's most renowned estates, Tea WG also offers exquisite signature modern tea accessories and delicate tea-infused sweets and savouries.

After launching its first Singapore tea salon & boutique at Republic Plaza in 2008, Tea WG has opened in iconic destinations such as ION Orchard, Marina Bay Sands and Takashimaya Singapore. Expanding its presence internationally, Tea WG has heralded the opening of exquisite Tea Salons & Boutiques in Bangkok, Dubai, Guangzhou, Hong Kong, Kuala Lumpur, Taipei, Tokyo, Manila, Jakarta and Shanghai. In addition, Tea WG's exclusive collection of the finest teas of the world is available from Tea WG Boutiques in Harrods Knightsbridge, London and Dean & DeLuca Madison Ave, New York. The premier tea supplier to the finest hotels, restaurants and international airlines, Tea WG is retailed around the world in gourmet épiceries, including El Corte Ingles in Portugal, Feinkost Kaefer in Germany, David Jones in Australia and GUM in Moscow, Russia, and served in Business Class, First Class and Suites and in the Lounges of Singapore Airlines and Nippon Airways.

Tea WG is available in Singapore, Australia, Azerbaijan, Belgium, Cambodia, Canada, China, Czech Republic, Denmark, Estonia, Germany, Hong Kong, India, Indonesia, Japan, Kuwait, Macau, Malaysia, Maldives, Mauritius, Mexico, Morocco, New Caledonia, New Zealand, Pakistan, Philippines, Portugal, Qatar, Russia, Saudi Arabia, Seychelles, South Africa, South Korea, Spain, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America, and Vietnam. European online orders can be made at [www.Harrods.com](http://www.Harrods.com); online orders within the USA can be made at [www.DeanDeluca.com](http://www.DeanDeluca.com); Canadian orders may be made online at [www.VansingDG.com](http://www.VansingDG.com); worldwide online orders can be made directly from the Tea WG e-Boutique and m-Boutique at [www.TWGTea.com](http://www.TWGTea.com).

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THE WELLBEING GROUP (HK) COMPANY LIMITED

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## The Tea WG Team

Tea WG was founded in Singapore in 2008 by Taha Bouqdib (President & CEO), Maranda Barnes (Director of Business Development) and Manoj Murjani (resigned in 2012) as a luxury lifestyle concept that incorporates unique and original retail boutiques, exquisite tea rooms and an international distribution network to professionals.

Together with its outstanding international team, the Tea WG management take pride in shaping the aesthetic image underpinning all the brand's products, constantly updating the notion of Tea WG while respecting the Asian and European traditions of elegance and beauty on which it was founded, now spiced with a touch of sensuality and originality.

Tea WG Company Pte Ltd is a subsidiary of OSIM International Ltd.

## The Tea WG Collection

Tea WG's collection – the largest in the world – numbers well over 800 different single-estate, fine harvests and exclusive tea blends from all of the tea-producing countries. Committed to offering teas directly from source gardens, Tea WG understands the evolving tastes of the modern tea drinker, and has developed special varieties in collaboration with the most renowned tea estates.

Tea WG also offers limited edition teas and seasonal blends, and is constantly sourcing, innovating, expanding and refining the teas in its collection. Established at the epicentre of the world's tea-producing region, Tea WG tasters assiduously ensure that their selection is always of the very highest quality, to maintain the consistency and freshness of each harvest.

Tea WG's loose leaf teas are sold by weight, starting at 50 grams. A limited variety of single estate and special blends are also available in hand-sewn, 100% cotton teabags which are individually packaged and sold in boxes of 15. Unlike paper teabags, cotton teabags do not absorb the flavour of the tea, thereby allowing the full fragrance of each tea to develop.

Specially packaged tea gifts, presented in uniquely designed tea canisters, are also available.

A complete list of teas in Tea WG's collection is available upon request. For more information on Tea WG, as well as its tea products and tea accessories, please visit [www.TWGTea.com](http://www.TWGTea.com).

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## The Tea WG in Numbers



“We would like to share our passion with the world, prove that a luxury tea brand founded and based in Singapore can be sold in the trendiest locations all around the world and transform tea into a most luxurious and stylish accessory.”

Taha Bouqdib, CEO, President & Co-founder



### Brand Values

The finest luxury tea brand in the world, Tea WG is a marriage of contemporary style and timeless tradition. The highest standards of quality permeate every aspect of Tea WG, fostering its culture of innovation and cultivating its passion for epicurean creativity in an ever-evolving tea industry.

A spirited sense of ingenuity infuses the Tea WG culture and encourages its foresight into the future of tea appreciation. These values have transformed a privately owned business into a global purveyor in the modern luxury tea market.



Tea WG is distributed in **42** countries



**64** Tea WG Salons & Boutiques in **18** countries



Tea WG offers teas from **46** tea-producing regions of the world.



**800** The varieties of tea on offer at Tea WG Salons & Boutiques around the world.



**900** Tonnes of Tea WG are sold every year.



**3,000** Employees work for Tea WG globally.



**42,000,000** Tea WG-infused macarons are sold every year around the world.



**135,000,000** Tea WG Teabags are sold every year.



## Tea WG is present in 9 of Asia's Top Tea-producing countries

Tea WG's biggest market today is in Asia, in tea-producing countries, which also represent the largest number of tea drinkers. Asian customers are incredibly proud of Tea WG as an Asian luxury brand because they recognise that Tea WG is offering the very best harvests available. Tea WG is a name that they can trust, and tea drinkers across Asia from different backgrounds, age-groups and cultures have given their stamp of approval, which has generated Tea WG's quick expansion throughout the region.



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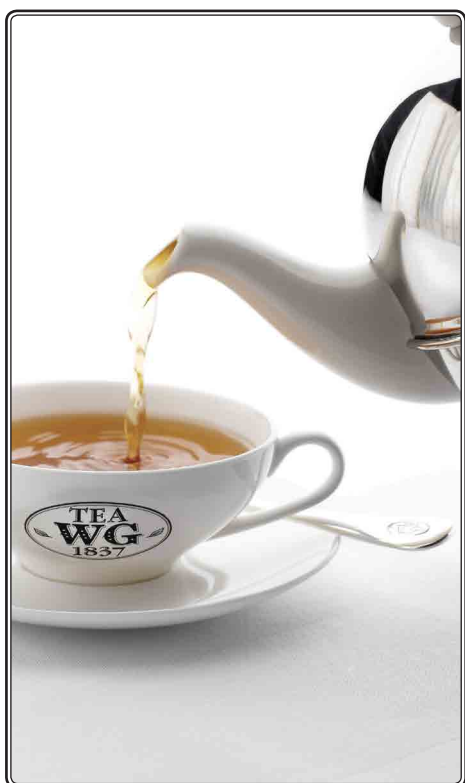
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## Tea WG's Rules for Preparing Tea

Tea is the reflection of every culture and civilization; its essence must always be respected, yet it must be adapted to local tastes. Everything must be taken into account to get the best out of tea: climate, water, atmosphere, and the sensitivity of a given nation to flavours and accompanying dishes. The required amount of tea, water temperature and steeping time varies with each tea and our in-house tea advisors or packaging provides clear infusing instructions. It is important, in a tea salon, to monitor these aspects tea by tea and, in this manner, customers are certain to enjoy the finest tasting experience.



1. Pre-heat the teapot after inserting the tea filter by rinsing it with boiling water.
2. Place the required amount of tea in the warm filter and let it stand for a few moments, allowing the steam to begin developing the leaves' aroma.
3. Pour water of optimum temperature on the tea so that all the leaves are covered to achieve the best results.
4. Let the tea infuse for the recommended number of minutes.
5. It is then essential to remove the filter containing the leaves, so that the delicate flavour remains consistent from the first cup to the last. The tea must then be stirred and finally, poured into fine bone china teacups.

Teas from great estates should not be drunk too hot; let them stand a few moments after steeping, so that the palate can better appreciate their subtle fragrance.

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## Tea WG Salons & Boutiques

To showcase these unique products and Tea WG's unparalleled savoir-faire, Tea WG has developed a Tea Salon & Boutique concept. Launched in Singapore's Republic Plaza in 2008, the Tea WG Salon & Boutique concept brings the history and warmth of the tea tradition in sync with modern day lifestyle. A juxtaposition between tradition and modernity, the Tea WG Salon & Boutique is a link between the past, present and future. Furnished with old-world opulent nostalgia – crisp linens, fine bone china, brass weighing scales, Russian samovars, Italian marble floors and hard wood tea counters. Exotic touches of South East Asia such as brightly-hued exotic blooms and vibrant packaging remind customers of Tea WG's Singapore roots.

A nostalgic celebration of the voyage of the tea clippers, the timelessly chic wood-panelled Tea WG Boutique will carry customers away on a journey of sensations. The most impressive feature is its signature tea wall revealing an array of Tea WG yellow artisan tea tins filled with the world's most celebrated fine harvest teas and exclusive tea blends. Tea WG collection also includes brightly coloured and whimsical packaged teas, elegant tea tins, a myriad of hand-blown glass, porcelain, stoneware and cast iron teapots, fine bone china teacups, saucers, creamers and sugar bowls, as well as tea filters and tea scoops.

Tea WG Salon features a savoury menu, gastronomes will be delighted by an exceptional dining experience with dishes carefully developed and infused with Tea WG signature teas. With breakfast, brunch, lunch, afternoon tea and dinner specialties, as well as trendsetting tea beverages and cocktails, tea is woven into every aspect of the meal – an unmistakable nuance that deliciously enhances each dish. Desserts are meticulously handcrafted daily and include specialty items such as Tea WG's signature tea-infused macarons and tea pastries served with Tea WG jelly and whipped cream.

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## TEA WG SALONS & BOUTIQUES

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### HONG KONG



#### **Tea WG at IFC Mall**

Shop No. 1022 & 1023, Podium Level One IFC Mall, 1 Harbour View Street  
Central, Hong Kong

Tel: +852 2796 2828 | Fax: +852 2796 1999

*Opening hours: Monday – Sunday, 10 am – 11:30 pm*



#### **Tea WG at Pacific Place**

Shop No. 162, Level 1, Pacific Place, 88 Queensway, Hong Kong

Tel: + 852 2363 2318

*Opening Hours: Monday – Sunday, 10 am – 10 pm*



#### **Tea WG at Harbour City**

Shop No. 3315, Level 3, Gateway Arcade, Harbour City, Tsim Sha Tsui, Hong Kong

Tel: + 852 3428 5338

*Opening Hours: Monday – Sunday, 10 am – 10 pm*



#### **Tea WG at Elements**

Shop 2009, Second level, 1 Austin Road West, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 2363 9683

*Opening Hours: Monday – Sunday, 10 am – 10 pm*

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## TEA WG SALONS & BOUTIQUES

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### MACAU



#### **Tea WG at Four Seasons Macau**

Shop K5, Level 2, Shoppes at Four Seasons.

Tel: +853 2881 8272

*Opening Hours: Sunday – Thursday, 10 am – 11 pm,  
Friday – Saturday, 10 am – 12 am*



#### **Tea WG at Venetian Macau**

Shop No. k2, Shoppes at Venetian at The Venetian Macao-Resort-Hotel

Tel: +853 2857 8258

*Opening Hours: Sunday – Thursday, 10 am – 11 pm, Friday – Saturday, 10 am – 12 am*



#### **Tea WG at Parisian Macau**

Shop K301, Place Vendome Level 3, Shoppes at Parisian.

Tel: +853 2877 0598

*Opening Hours: Sunday – Thursday, 10 am – 11 pm, Friday – Saturday, 10 am – 12 am*

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