

# Tea Time Extravaganza

An aspiration for exquisite lifestyle experience makes Hong Kong the perfect place for Singapore-based Tea WG's expansion plans.

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**Chief Commercial Officer of V3 Gourmet and**  
**Co-founder of Tea WG**

Hong Kong has a vibrant culinary culture, where tea is celebrated as a cherished, time-honoured tradition. This deep appreciation for tea blends with the city's innovative spirit, creating the perfect backdrop for the fine tea brand Tea WG when it launched in the city in 2011. Today, this Singapore-based company is thriving in Hong Kong, continually introducing creative offerings that cater to the city's growing appetite for exquisite food and beverage (F&B) experiences.

## Expanding Luxury Tea Landscape

Tea WG is known for curating the world's largest collection of tea, with more than 1,000 varieties sourced directly from 47 tea-producing regions globally. Its exclusive tea blends feature flowers, fruit and spices from around the world. The brand also provides an exclusive experience through its tea salons and boutiques, where tea enthusiasts can fully immerse themselves in the art of tea.

Maranda Barnes, Chief Commercial Officer of V3 Gourmet and Co-founder of Tea WG, felt it was natural to expand the brand to Hong Kong. “The city has a rich tea culture

dating back to the Tang Dynasty, when it was a flourishing centre of trade in tea, spices and other precious goods,” she said. “Tea is also an essential part of the Hong Kong experience. The F&B market is dynamic and constantly evolving, with discerning consumers who appreciate quality, craftsmanship and artisanal approaches. This audience values premium experiences and is willing to invest in exceptional offerings.”

To meet the city's demand for the latest tea trends, Tea WG regularly introduces limited-edition products featuring rare or seasonal harvests, as well as innovative concepts. For example, it has recently launched Takeaway Tea in Hong Kong, allowing “tea lovers to enjoy a perfect cup of hot or iced tea on the go, anytime and anywhere,” explained Barnes. “A world first, our Tea Teddies, introduced in Hong Kong, are exquisite tea-infused fruit gums crafted with rare white tea. They can be enjoyed on their own or transformed into a delightful beverage.”

## Robust Omnichannel Approach

In addition, Tea WG actively adopts new technology for quality control, production and personalised customer experiences. “We will be extending our omnichannel approach to Hong Kong, seamlessly connecting our luxurious brick-and-mortar stores with a robust eCommerce platform,” Barnes noted. “This will enable us to cater to the evolving needs of a broader market. With Hong Kong as a vital part of the Guangdong-Hong Kong-Macao Greater Bay Area,



Tea WG is ideally positioned to connect with its large customer base. We are excited to leverage the city's unique gateway status to meet the demand for premium tea experiences.”

Barnes views InvestHK as an invaluable partner in Tea WG's growth journey. “They have provided strategic guidance tailored to the Hong Kong market, helping us navigate the local business landscape,” she said. “With their extensive resources, InvestHK has helped us access valuable market insights and enhanced our visibility in Hong Kong, accelerating our expansion in the region.”

## Tea WG

- Established in Singapore in 2008, Tea WG is a purveyor of fine tea, available through unique retail boutiques, sophisticated tea salons and an international distribution network
- After opening its first Hong Kong boutique in 2011, Tea WG has expanded to a total of 11 retail shops

 [teawg.com](http://teawg.com)

