



Backing British Businesses

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Over nearly a decade, London Tea Exchange has evolved to develop an enviable niche in the growing luxury tea market. The business opened its flagship store in Brick Lane in 2017, with a selection of over 300 loose leaf tea and infusions, alongside wonderful tea sets and accessories.

Sourced directly from twenty different countries and including some of the rarest teas in the world, it is no shock that they also hold the Guinness World Record for the largest collection of teas.

London Tea Exchange is an ethically responsible brand and it sources its teas using fair trade principles. All of its packaging is recyclable or biodegradable and where possible, it avoids air-freighting products, to minimise its carbon footprint.

londonteaexchange.co.uk

Newable is a leading Delivery Partner for the Department for International Trade (DIT), Richard Foxall, one of our International Trade Advisers, helped the London Tea Exchange to start exporting.

Richard worked with the business on its path to exporting, providing them with connections to the DIT network overseas bases and supported them with entry into the Swedish market.

Although the Swedes are not known to be heavy tea drinkers, and the Scandinavian tea market notorious for being difficult to crack, London Tea Exchange secured a £2.5m export deal with Sweden. And with one of their new customers, Wayne's Coffee retailer stocking their teas in 166 outlets around the world, this is definitely a huge step in the right direction.

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