

Make tea the world's top beverage
Achieve Global Excellence by Our Centennial



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[2025]



浙茶集团
ZHEJIANG TEA GROUP

A Century of Excellence, Thriving Anew
A Future of Greatness, Leading Beyond

01

GROUP PROFILE

GROUP PROFILE

A Global Integrator of Tea Supply Chains,
A Full-Industry Chain Tea Brand Operator.

60+

Products are sold in over
60 countries and regions
worldwide.

TOP10

Top 10 Chinese Tea Enterprise

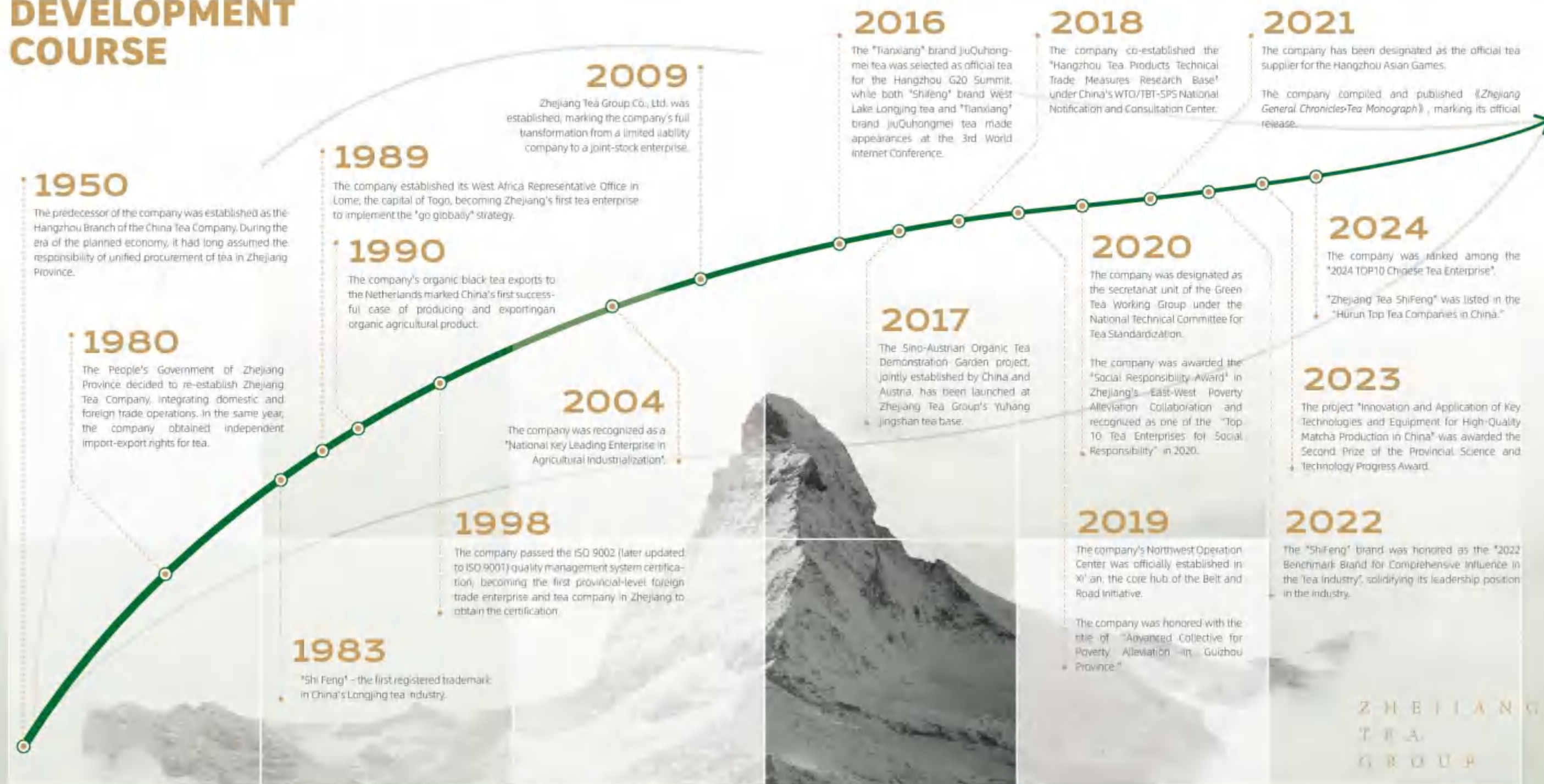
Zhejiang Tea Group Co., Ltd., a subsidiary of the Zhejiang Provincial Supply and Marketing Cooperative, is a National Key Leading Enterprise in Agricultural Industrialization that integrates tea cultivation, processing, research and development, and domestic and international trade. It has 8 business divisions, 3 overseas branches, and 28 wholly-owned and holding subsidiaries. With annual tea sales reaching 20,000 tons and RMB 1 billion, **it ranks among the top 10 tea brands in China and the top 500 agricultural enterprises in the country.**

Z H E J I A N G
T E A
G R O U P

Healthy, Affordable, Collaborative, and Mutually Beneficial



DEVELOPMENT COURSE



BUSINESS
SEGMENTZHEJIANG
TEA
GROUP

Classic Tea

West Lake Longjing

Jiuqu Hongmei

Zhangping Shuixian

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Raw Tea Material

Bulk Tea for Export

Specialty Tea for Export

Industrial-Grade Tea

Tea Derivatives

Matcha

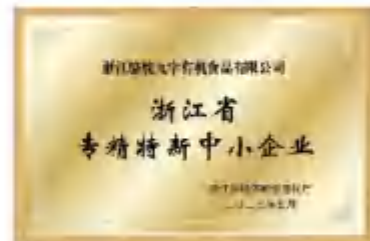
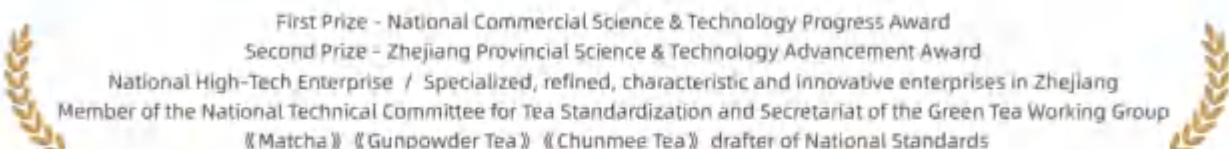
Freeze-Dried
Fruit-Infused TeaTea-Infused
Food Products

Tea beverages

Tea Machinery

Tea Plantation
Management Machinery

Tea Processing Machinery

INDUSTRY
IMPACTTECHNOLOGICAL
EMPOWERMENTCOMPETITION
COOPERATION

QUALITY ASSURANCE

BASE SUPPORT

One provincial-level research institute/Two enterprise research and development centers
More than 50 members in the technology research and development team.
More than 30 people holding senior technical titles in tea processing, tea evaluation, tea art and other fields.

Self-owned Tea Plantations
6000+

Certified tea plantation
10000+

Partner Tea Plantations
200000+



ISO9001
ISO45001
ISO14001



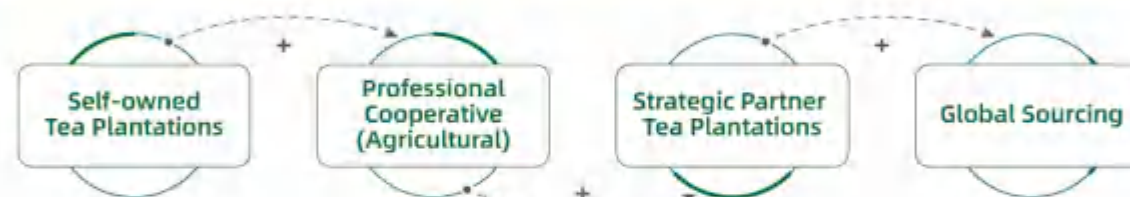
FDA
Certification



Rainforest Alliance



FAIRTRADE
Fairtrade



USDA Organic
Certification



EU Organic
Certification



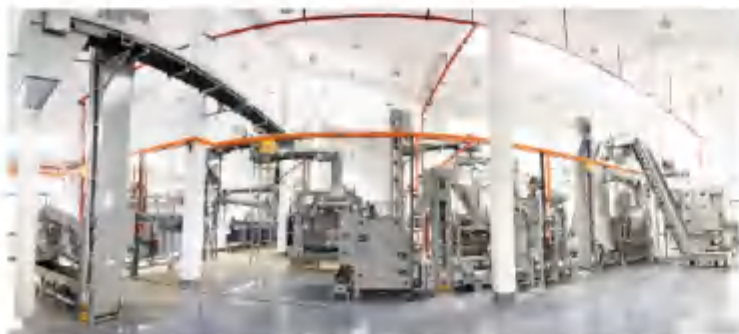
JONA Organic
Certification



KOSHER
Certification



HALAL
Certification



SUBORDINATE
BRANDZHEJIANG
TEA
GROUP**CAMEL**

China National Export Famous Brand,
China Well-Known Trademark Golden Camel Award

**CHA MING**

A premium brand specializing in high-quality teas

**SHI FENG**

Top Brands of West Lake Longjing Tea (Longjing Tea)
Gem OF Longjing, Made By Shifeng

**TRANSWORLD**

A Professional Brand of Premium Chinese Matcha
A Professional Brand in the Global Tea Supply Chain

**TIAN XIANG**

Benchmark Brand of Jugu Hongmei Tea
Official Tea of the G20 Hangzhou Summit
& World Internet Conference

**KAWASAKI TEA MACHINE**

China's First Joint Venture Brand in the Tea Machinery Industry
Certified with the "Zhejiang Made" Quality Mark (Pinzi Biao)





CAMEL



CHA MING

Camel, the brand that has won the Gold Award for Chinese Exported Green Tea

Camel is the exclusive brand of Zhejiang Tea Group for exporting tea, and is committed to providing global customers with professionally high-quality tea. Camel-brand green tea, including Gunpowder Tea and Chunmee Tea, has consistently ranked among the top green tea exports in China for many years, being sold in over 60 countries and regions worldwide. It has earned prestigious accolades such as the Gold Award from the Monde Selection and the "Golden Camel" Award at the World Expo, gaining international acclaim.



15

For 15 consecutive years, it has been awarded the title of "Zhejiang Export Famous Brand."

20+

It is currently registered in over twenty countries and regions..





SHI FENG

SHI FENG
SINCE 1980

Shi Feng West Lake Longjing Tea (Dragon Well Tea) — The Leading Brand

Shi Feng, named after the premium West Lake Longjing tea-producing region "Lion Peak Mountain (Shizi Feng)" in Hangzhou, is China's first registered Longjing tea brand. Adhering to a development philosophy that balances product excellence with technological innovation and synchronizes brand growth with industry advancement, the brand is committed to deeply exploring the cultural heritage of West Lake Longjing tea, comprehensively developing the Longjing tea industry chain, and actively participating in setting national standards for Longjing tea, thereby continuously reinforcing its core value: "Gem Of Longjing, Made By Shifeng". Accolades include Golden Palm Award (Highest Honor at the 1988 World Selection of Quality Food), Zhejiang Famous Trademark, Zhejiang Export Famous Brand, Hangzhou Time-Honored Brands, Benchmark Brand in Comprehensive Tea Industry Influence, Tea Sample Preserved by the China National Tea Museum.





Transworld, a professional brand in the global tea supply chain

Adhering to the principle of "Professionalism Creates Value", Transworld devotes itself to health and sustainable development. By integrating global tea resources and driving innovation in tea applications, Transworld partners closely with leading food, beverage and retailer brands and is dedicated to establishing an efficient, professional, and reliable global tea supply chain.

九字抹茶
TRANSWORLD
MATCHA

TRANSWORLD

Transworld Matcha, a professional brand of premium Chinese matcha

Rooted in Jingshan, Hangzhou, the origin of Chinese matcha, Transworld upholds and promotes the time-honored intangible cultural heritage of the "Jingshan Tea Banquet". Focusing on high-end matcha production and application technology development, Transworld boldly pioneers new global trends in tea consumption.

* "Transworld" Ceremony Matcha

- Awarded the North American Tea Competition Gold Medalist
- Awarded "Zhejiang Green Tea National Promotion (Xuan)" Category Champion in 2024
- Officially Designated Tea for the Chinese Tea Olympics and the International Dingcheng Song Dynasty Tea Tasting Competition
- A Premium Tea Sample collected by the China National Tea Museum
- Awarded the "Doupin" (Top Competition Grade) in the Matcha Category of the 2023 Southern Song Dynasty Tea Tasting Competition



The first tea enterprise
to have obtained international organic certification in China.



抹茶 · 龙井 · 蒸青 · 焙茶 · 红茶 · 乌龙 · 茉莉 · 黑茶 · 脱咖啡



天香
TIANXIANG

TIAN XIANG



Tianxiang - The Benchmark Brand of Jiugu Hongmei Tea

Adhering to its mission of preserving and revitalizing Jiugu Hongmei tea (a traditional Chinese black tea in Hangzhou), Hangzhou Jiugu Hongmei Tea Co. combines time-honored craftsmanship with innovative techniques to enhance tea quality and bolster the development of the Jiugu Hongmei regional public brand. The company has consecutively won National and Zhejiang Provincial Gold Medals in Black Tea Competitions. The brand is also the Leading Drafting Unit of the Industry Standard for Jiugu Hongmei Tea.



CHEN TAI CHANG

Chen Tai Chang, a classic brand of Zhangping Shuixian tea

Chen Tai Chang, originating in 1886, is a time-honored brand from Zhangping and a recipient of the Gold Medal at the Shanghai World International Exposition. Guided by the spirit of honesty—With unwavering dedication, cultivate tea gardens, raise experienced workers and create local community—the brand gradually developed from Zhangping, Zhejiang, Shanghai, Taiwan, and abroad. Much like its long history, the brand is the leading unit of the Zhangping Shuixian Tea Industry Association, its products have been selected for the China Tea Museum's collection, showcasing their prestige and quality.





XINGHE YUE

Xinghe Yue, an emerging brand specializing in tea-derived products

Xinghe Yue is an innovative venture under Zhejiang Tea Group's strategic expansion into the "Tea+" health and wellness sector. The brand leverages advanced deep-processing technologies to extract functional tea components such as instant tea, tea polyphenols, and theanine, applying them to diverse fields including food, nutraceuticals, and personal care products, thereby offering consumers novel health-oriented choices. As a co-drafter of national standards like Instant Tea and Tea Polyphenols, Zhejiang Tea Group has empowered Xinghe Yue to earn multiple industry distinctions, including recognition as a Yangtze River Delta Premium Food product, solidifying its position as a pioneer in value-added tea innovations.



CHA LE WA

"Effortless Self-Care, Seamlessly Close"



Cha Le Wa, a trendy brand specializing in freeze-dried tea beverages

Cha Le Wa adheres to the core philosophy of "clean formulas and healthy ingredients," focusing on the research and promotion of youthful, health-oriented freeze-dried tea drinks. The brand has applied aerospace FD freeze-drying technology to tea preparation, effectively preserving the fresh and rich taste and flavor layers of tea leaves and fruits. It offers an ultra-instant experience with both hot and cold brewing options, allowing consumers to effortlessly enjoy a convenient and carefree tea lifestyle anytime, anywhere. Cha Le Wa's "Longjing Small Pear Soup" has been honored with titles such as "Top Ten Star Product" at the 2023 Yangtze River Delta Supply and Marketing Cooperative Famous and High-Quality Agricultural Products Exhibition.

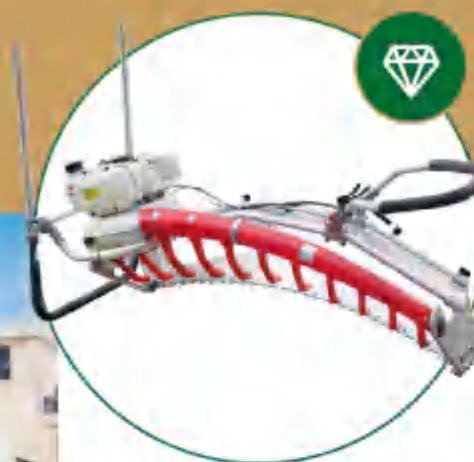




KAWASAKI TEA MACHINE

Kawasaki, the first Sino-foreign joint venture brand in China's tea machinery industry

Kawasaki established in 1970, the company has leveraged the technological expertise and management philosophy of Kawasaki Machinery Works to dedicate itself to the manufacturing, sales and service of high-quality tea garden management machinery and tea processing equipment. Kawasaki tea machinery products are distributed across over twenty tea-producing provinces and regions nationwide, gaining widespread industry acclaim for their reliable quality and exceptional service. Recognized as a National High-Tech Enterprise and a National Science and Technology-based Small and Medium-sized Enterprise, Kawasaki serves as a primary training unit for industry standards governing "tea picking machinery" and "tea processing machinery" and has obtained the "Zhejiang Manufacturing" certification with the "PM" logo.



04

MARKETING CHANNEL

SALES SCOPE



PHYSICAL STORE

ZHEJIANG
TEA
GROUP

Longwu Exhibition Hall, Mei Jia Wu Store, Xueyuan Road Store,
Hangzhou International Airport Store, Hangzhou East Railway Station Store, Hangzhou Tower Store,
Jianguo North Road Store, Yuhang Store, Liangzhu Cultural Village Store



E-COMMERCE



The company has consistently remained committed to its founding mission of serving rural communities, intending long-term partnerships that have empowered over 100,000 tea-farming households to increase income and achieve shared prosperity with a dedicated focus on targeted procurement agreements in Zhejiang's 26 mountainous counties, as well as paired collaboration provinces such as Sichuan and Guizhou. The company actively participates in industrial poverty alleviation programs, including the "Three Provinces, Five Counties" initiative for first-class No.1 tea cultivation.



贵州省扶贫开发领导小组文件

黔扶组〔2019〕12号 签发人：林延海 请阅知

贵州省扶贫开发领导小组 关于表彰2018年全省脱贫攻坚先进集体 和先进个人决定

各市、县（市、区）党委、政府，省直有关部门：为深入贯彻落实党的十九大和十九届三中全会精神，全面落实省委、省政府决策部署，扎实推进脱贫攻坚工作，经研究决定，对2018年全省脱贫攻坚先进集体和先进个人予以表彰。

一、先进集体（共10个）
1. 黔东南州剑河县脱贫攻坚领导小组
2. 黔南州龙里县脱贫攻坚领导小组
3. 黔西南州兴义市脱贫攻坚领导小组
4. 安顺市西秀区脱贫攻坚领导小组
5. 毕节市大方县脱贫攻坚领导小组
6. 铜仁市江口县脱贫攻坚领导小组
7. 黔东南州雷山县脱贫攻坚领导小组
8. 黔南州荔波县脱贫攻坚领导小组
9. 黔西南州普安县脱贫攻坚领导小组
10. 安顺市紫云县脱贫攻坚领导小组

浙江省东西部扶贫协作

社会责任奖

浙江省对口工作领导小组办公室
中共浙江省委组织部
浙江省人力资源和社会保障厅
浙江省工商业联合会

（2019年12月）



WIN-WIN
COOPERATIONFUTURE
VISION

With Tea as Our Bond, Let's Chase Dreams Together
 Bravely forging through challenges, innovating with resolve —
 This is the prelude of 500 Zhejiang Tea pioneers striving as one.
 Standing united through storms, thriving with shared purpose —
 This is the melody of millions of partners harmonizing success.
 Tea Unites the World, Sharing a Brighter Future.



ZHEJIANG
TEA
GROUP

Driven by the mission to elevate tea as the world's premier beverage,
 Zhejiang Tea pioneers, in their prime, dare to dream of global excellence.
 Uniting talents across borders,
 we integrate heritage with innovation to build an benchmark brand,
 Delivering a healthier, more enriching tea experience for China and the world.