

Tregothnan Tea Japan

Investor Pitch Deck

Exclusive distributor of Britains only homegrown tea in Japan

Founded 2019 Based in Tokyo Parent: Daijyo V Ltd, Cornwall

About Us

From Cornwall to Tokyo

Tregothnan Tea Japan bridges UK heritage and Japanese refinement.

Launched in 2019 with Mitsukoshi department store debut.

Trading via Amazon Japan, LINE, and our own online store.

Cultural Storytelling

Meet Hana-chan

Original illustrated character for campaign storytelling

Used in Japanese LINE marketing, gift packaging and social media

Positioned as a cultural bridge between British tradition and Japanese lifestyle

Our Products

Majestea Estate Blends Sakura Specials

Majestea limited release, royal blend with tea planted by King Charles III

Signature teas from Cornwall + Assam for depth and body

Seasonal and gifting blends adapted for Japanese customers

Distribution Channels

Multi-Channel Strategy

Online: Shopify, Amazon FBA, LINE Shop

Offline: Mitsukoshi and targeted pop-up activations

Next: SEA retailers, hotels and premium D2C

Market Opportunity

Japan + Southeast Asia

Japanese premium tea market: 90B+

UK-grown tea is a novelty with high perceived value

Cultural and culinary openness in SEA ideal for British storytelling

Use of Funds

25,000 65,000 Seed Raise

15K SaaS integrations, CRM and logistics platform

15K Digital marketing (LINE, TikTok, seasonal campaigns)

10K Product and packaging stock

10K SEA entry and localisation costs

5K Contingency

Financials

3-Year Forecast

Yr1 Revenue: 36M (189K) | Profit: 17.8K

Yr2 Revenue: 60M (316K) | Profit: 50K

Yr3 Revenue: 145M (761K) | Profit: 113K

ROI: 138.5% | Gross Margin: ~65%

Why Invest

Vision, Brand, Growth

Established brand + exclusive UK tea access

Fully grant-backed raise (Cornwall Growth Hub matched)

Clear expansion plan, cultural capital, and digital readiness

Thank You

Let's share this story

Contact: info@tregothnanteajapan.com

Deck, visuals and materials at: github.com/Tregothnan-JP