

# 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](mailto:info@tregothnanteajapan.com)

Deck, visuals and materials at: [github.com/Tregothnan-JP](https://github.com/Tregothnan-JP)