

Taiwanese tea brand DayÄ?h launching 4 flavoured tea bags to target US market

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Chiu Weihua, a cross-disciplinary entrepreneur has launched the Taiwanese tea brandÄ? DayÄ?h. With companionship as its core philosophy, the brand aims to promote tea culture while making a strategic entry into the US market.

The core value of the DayÄ?h brand lies in the "power of companionship," extending from Chiu Weihua's dance education to his tea brand. In the "Gwen Cool A" series launched as an extension of his brand, the premium Tie Guan Yin tea from Taiwan is specifically named "Gwen Cool A," aiming to elevate this tea to the international stage. This also demonstrates his ambition to promote Taiwanese tea culture globally through his influence.

DayÄ?h's tea products include four flavours: "Mucha Tie Guan Yin," "Imperial Concubine Lychee Black Tea," "White Peach Oolong Tea," and "Royal Earl Grey Tea." The "Mucha Tie Guan Yin" highlights the premium Tie Guan Yin from the first soil and water conservation tea plantation in Taiwan, preserving traditional flavours while emphasising ecological sustainability. The "Imperial Concubine Lychee Black Tea" combines Taiwan Red Rhythm Black Tea and Assam Black Tea with the rich aroma of lychee, creating a uniquely refreshing tea. Additionally, the "White Peach Oolong Tea" uses high-altitude Sihlinxi High Mountain Tea as its base, complemented by the crisp white peach flavour achieved through special tea roasting techniques, resulting in a rich and sweet aroma. Finally, the "Royal Earl Grey Tea" blends Ceylon black tea with English breakfast tea, smoked with bergamot, emitting an elegant fragrance favoured by the British royal family.