

QUT BlueShift Business Case Competition

ORIGIN
TEA

MAKING TEA COOL AGAIN
EST. 2012



2024 Business Case

Major Sponsor



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ACKNOWLEDGEMENT OF COUNTRY

QUT acknowledges the First Nations owners of the lands where we gather today. We pay respect to the Elders, lores, customs and creation spirits of this country. We recognise that these lands have always been places of teaching, research and learning.

QUT acknowledges the important role Aboriginal and Torres Strait Islander people play within the QUT community.



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About Origin Tea

Origin Tea was founded in 2012 by QUT Business alumnus, Chris Seaton, and his brother Lawrence. Initially a class project for Chris at QUT, the Origin Tea brand was started in the brothers' Logan garage. The family-owned business now brings in around \$5 million in annual revenue, with their tea products stocked in supermarkets and cafes across Australia, and international expansion underway.

Origin Tea was founded on a commitment to quality, with passion to create social change. The mission for Origin Tea is simple: to make tea cool again.

Find out more about Origin Tea at www.origintea.com



Single origin tea and Origin Tea

Single origin tea refers to tea sourced from a specific geographic region or plantation, rather than being a blend of teas from multiple sources. This term is commonly used in the specialty tea industry to highlight the unique characteristics and flavours associated with teas grown in particular regions or estates.

Building on family connections to tea plantations in Sri Lanka, Origin Tea sources from tea estates in one location. Leaves for Origin Tea are handpicked, then the traditional style is used for withering, rolling, oxidation, and firing. The single origin approach and traditional style ensure quality, traceability, and consistency of products.



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Origin Tea products

Origin Tea now offers a suite of tea products for retail and online purchase, and wholesale supply to cafes, restaurants, hotels and corporate customers. Origin Tea products currently include:

| Product | Flavours |
|--|---|
| Loose leaf tea Pyramid tea bags | English Breakfast black tea Earl Grey black tea Chamomile tea Lemongrass Ginger tea Green Jasmine tea Green Sencha green tea Black Chai black tea Peppermint tea Forest Berry tea Orange Pekoe black tea |
| Sticky Chai - whole leaf black tea, spices and coconut nectar | Original Sticky Chai Raw Cacao Sticky Chai Turmeric Sticky Chai Peppermint Sticky Chai |
| Elixir Latte – powder form with full flavour, vegan, gluten-free, dairy-free | Natural Chai Latte Natural Matcha Latte Turmeric Latte Cinnamon Chai Latte Chai Latte |
| Iced Tea Syrups – low sugar | Sneaky Peach iced tea syrup Tropical Kiss iced tea syrup Magic Mango iced tea syrup Lemon Zest iced tea syrup |
| Sparkling Iced Tea in single serve can – low sugar | Tropical Kiss sparkling iced tea Sneaky Peach sparkling iced tea |
| Flavoured syrups – vegan, gluten-free, dairy-free | Caramel Chai Tea Hazelnut Vanilla Liquid Sugar |

Origin Tea also offers teaware, gift cards and gift boxes.

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Origin Tea's commitment to social change

Origin Tea delivers programs and partners with other providers to deliver social change and make positive difference to their growers, workers, and broader communities both in Sri Lanka and Australia.

In Sri Lanka, the T4Change program to ensure quality of life for growers, workers and their families. The program includes providing schools and education, free health care and access to doctors, and quality housing including new homes for workers on estates.

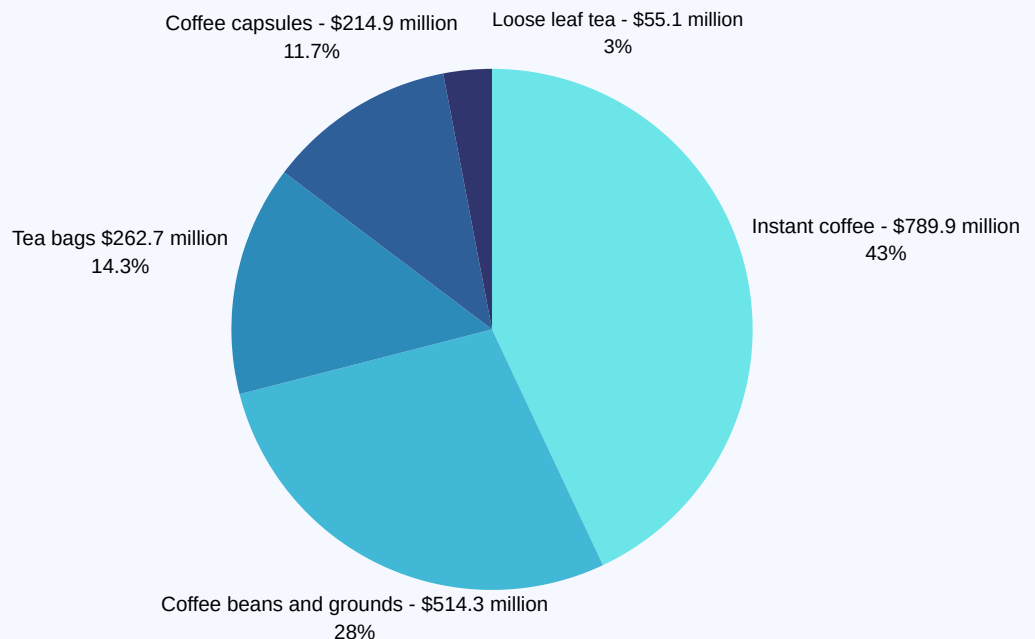
During the ongoing economic crisis in Sri Lanka, Origin Tea donated essential medicines to a children's hospital in Borella.

In Australia, Origin Tea partners with hunger charity Food Bank, and HELP Enterprises supporting employment for people with a disability.

Tea leaves vs coffee beans

In Australia and many other markets, coffee still dominates supermarket shelves and both in-home and out of home consumption. Roy Morgan Research from 2019 reported that the majority of Australians (56.1%) drink at least one cup of hot coffee in an average week, while less than half (47.6%) drink hot tea. Only 5% of Australians drink iced tea in an average week. A summary of the Roy Morgan research can be viewed [here](#).

The IBISWorld Industry Report Tea and Coffee Manufacturing in Australia provided segmentation of industry revenue for 2023 by key product and service lines.



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A challenge for BlueShift consulting teams

Origin Tea asks BlueShift consulting teams to share insights and recommendations in response to this challenge:

How might Origin Tea make tea drinking 'cool' and build a tea culture particularly targeting Millennials and Generation Z?

What to submit

Your team should prepare and submit a deck of four (4) PowerPoint slides in response to the challenge from Origin Tea.

The response must include:

- Team details: team name and slogan/tagline, names and roles of all team members;
- Research and insights to inform your team's recommendations;
- Recommended strategy and tactics;
- How your team's recommended strategy and tactics can be tracked and evaluated to demonstrate impact; and
- Indication of budget and timeline for development and implementation of your team's recommendation.

Teams should submit the deck of four (4) PowerPoint slides in two formats: PowerPoint (pptx) and Portable Document Format (PDF). The PowerPoint version can include animation. The PDF version should consist of all content, and it is recommended that teams do not use transitions to build and layer single slides.

Good luck! We look forward to your submissions.



How to submit

Submit your response via our [online portal](#) by 5:00pm on Wednesday 24 April.

Good luck! We look forward to your submissions.

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Judging process

A panel of judges will review all submissions to select finalist teams.

The judging panel will review using the following elements of the submission, and assigned points for each element to a total of 100 points.

- Team details – 10 points
- Research and insights – 30 points
- Recommendations – 30 points
- Tracking and evaluation – 15 points
- Presentation – 15 points

Each judge will allocate points individually, and then the judging panel will meet for discussion, and selection of the finalist teams.

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