

Capturing Water Sales

A Tokyo Joe's Case Study

Tokyo Joe's is a healthy fast-casual restaurant concept, attracting customers who often choose water over soda and seek organic options in both food and beverages. If a product doesn't have high nutritional integrity, either in what it is or how it's prepared, Tokyo Joe's doesn't put it on the menu. And that goes for tea.

"We've always had a large tea program," says Director of Purchasing Seth Pickett. "It's something we really love and is a big part of us."

As a healthier concept, Tokyo Joe's sells fewer beverages because customers order water. Offering a tea selection has been one of the best ways to convert that water order to a beverage sale—it's just as hydrating, way more flavorful, and an easy switch from soda for guests trying to avoid sugar. According to Pickett, the restaurant chain's next phase of its tea menu was, "going fully organic."

Teatulia's organic tea, meticulously grown and cultivated without the use of chemicals or pesticides, is a natural fit with Tokyo Joe's food philosophy of 'Eat Good. Feel Good.'

"At Tokyo Joe's, hot and iced tea are critical elements of our lineup—culturally and culinarily," says Founder Larry Leith. "In looking to convert our tea program to organic, all roads led to Teatulia. Not only is their commitment to organic and sustainable sourcing unmatched, but their deep knowledge and passion for what they do is top notch."

Offering Teatulia gives Tokyo Joe's a story to tell too. "With Teatulia, you get something really special," Pickett explains. "They actually own the farm where the tea comes from. They care a lot about the quality of the tea and what goes into it. They're the only one I know that's truly managing it farm-to-table, and not in a buzzword way. That spoke exactly to what we wanted."

Tokyo Joe's has been serving Teatulia Organic Teas and telling its garden-to-cup story in 55+ locations since 2015. Displayed as an iced tea bar taking up 20 feet of counter space, a refreshing selection of six fresh-brewed Teatulia iced teas is the only co-branded product in the restaurant. Three premium hot teas are

also on display as unwrapped pyramid tea bags.

The dedicated space for tea is worth it. According to Tokyo Joe's, customers who would normally choose water are switching to tea. "We go through a lot of the iced teas," Pickett explains.

Not only is Tokyo Joe's capturing water sales but their tea bar is a tea destination, where the fresh organic tea selection is as important as the healthy food. Teatulia is one of the only beverages about which customers write to Tokyo Joe's to say, "I love that you have this!"

Looking to refresh your beverage menu? Teatulia helps retail and foodservice companies build profitable tea programs and meet customer demand for healthy, organic, and sustainable menu choices. Teatulia Organic Teas are available in multiple formats, including fresh-brewed iced teas, individually wrapped single-serve hot teas, economical bulk tea bags, and retail canisters.