

Korean tea brand OSULLOC launches in Los Angeles

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OSULLOC, the award-winning luxury Korean tea brand with a deep-rooted passion for preserving and revitalising the art of tea-making launched five exclusive SKUs in Erewhon markets across Los Angeles. This launch furthers OSULLOC's mission to bring the natural flavours and wellness benefits of Jeju Island's teas to U.S. consumers, offering them a taste of Korea's finest organic teas. Sourced from the pristine environment of Jeju Island, OSULLOC's teas reflect over 40 years of dedication to crafting rich, flavorful teas from tradition, benefiting from the island's volcanic soil and unique climate for an exceptional tea experience.

Debuting at Erewhon are carefully selected organic, plant-based teas offering farm-to-cup freshness. Among the offerings is Sejak—a delicate, traditional green tea harvested in early spring, celebrated for its soft floral notes and nuanced taste. This tea reflects the essence of Jeju's fertile landscapes, delivering a soothing and aromatic tea experience. Also featured is Premium Matcha, grown at the OSULLOC tea farm on Jeju Island. This organic green tea powder is crisp, soft, and savoury, with a fresh flavour that feels straight from the field, embodying the essence of "Tea from Jeju Island"—ideal for matcha enthusiasts. The lineup also features Jeju Volcanic Oolong Tea, Jeju Pure Green Tea, and the Green Tea Stick—an innovative cold brew green tea in a convenient stick format, designed to brew effortlessly in cold water and perfectly suited for water bottles. Each product is thoughtfully curated to captivate not only health and wellness enthusiasts but also those with refined tastes and an appreciation for aesthetic elegance.