

Wang Lao Ji expands globally by starting herbal tea museum in New York

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As the oldest Chinese herbal tea drink brand, which was established in 1828, Wang Lao Ji has gained huge popularity in China as a healthy beverage. As of 2018, it had reached more than 20 billion yuan (USD 2.88 billion) in sales in China.

In recent years, the brand, guided by the global branding strategy and the idea of technological innovation, has been present at a host of international events, ranging from the summer and winter Davos forums to Fortune Global Forum. Globally, Wang Lao Ji has drawn the attention from an increasing number of consumers and passed on the culture and health benefits of Chinese herbal teas.

With an improved product trading system overseas, Wang Lao Ji nowadays distributes its goods to 60 countries and regions across the world. With tens of millions of yuan worth of exports and an annual growth of some 30%, the US has become the second largest market for the company, after the Chinese mainland.

"Wang Lao Ji's first overseas museum in New York will deepen consumer's understanding of the Chinese herbal tea culture and more importantly, bring the 190-year-old Chinese brand to the world," said Ye Jizeng, deputy general manager of Guangzhou Wang Lao Ji Great Health Industry Co., Ltd.

The themed museum is quite modern on the exterior, but with Chinese distinguished features inside, where a multimedia exhibition will introduce the brand's stellar past of 190 years and the successes achieved. On top of that, the abundant

historical records and the physical display will deliver an immersive experience that allows visitors to appreciate a more innovative and unique culture of Chinese herbal teas.

At a new historical starting point, Wang Lao Ji has drawn a ten-year plan for better development. It will continually champion a lifestyle that is healthy and auspicious and cater consumer's need to pursue a healthy life. While strengthening the herbal tea sector, its major business, it will simultaneously make an overall plan for the area of botanical energy drinks in ways to build into a global industry leader.

"Going ahead, Wang Lao Ji is expected to set up herbal tea museum in 56 cities worldwide, aiming to promote the beneficial and auspicious beverage and spread the Chinese culture globally. By doing so, it may lead the consumer market of healthy herb-based drinks forward," said Chen Weiping, assistant general manager of Guangzhou Pharmaceutical Holdings Limited