



Success stories

## Tea Tonic

### Success in a crisis



## Focus on Quali-tea

Tea Tonic was founded in 1998 by naturopath and herbalist, Lisa Hilbert, who wanted to share her love of tea with the world. Most of all, Lisa wanted to help others incorporate wellness into their day. Today, Tea Tonic has over 30 blends all made in Australia from the finest organic ingredients.

## From Adversi-tea to Diversi-tea

Tea Tonic developed its loyal legion of fans through direct engagement with customers via markets and trade shows.

At a time when Tea Tonic's sales were on a continued upwards trajectory, these successful channels to market were suddenly disrupted by the onset of the COVID-19 pandemic. The business needed to pivot quickly to ensure business continuity.

Lisa Hilbert notes "Our over commitment to raw materials was compounded by the loss of major events like the Easter show. We had to act quickly to reduce our over-supply of inventory, pressing cash flow issues and adverse impacts on revenue streams."

With advice and support from Entrepreneurs' Programme Facilitator, John Lochery, Lisa and her team quickly pivoted their strategy to focus on new markets and market channels. This included:

- ✓ Rapid expansion into online sales
- ✓ Strategic entry to the wholesale market; and

✓ Successful implementation of an export strategy which has seen Tea Tonic secure sales to Japan.

"The ongoing support from the Entrepreneurs' Programme enabled me to envisage future for Tea Tonic that did not seem possible when COVID-19 first hit." Lisa Hilbert

## Future Opportuni-tea

Under Lisa's leadership, and with the support of Facilitator, John Lochery, Tea Tonic continues to focus on development of new markets. The growth of this business could so easily have been derailed by COVID-19 had Lisa and her team not responded quickly to the challenges.