



THEINE

CREATOR, MANUFACTURER AND IMPORTER OF PREMIUM TEAS SINCE 2013.

2024 / 2025

A background image of a tea plantation. The top half is dark and blurry, while the bottom half shows vibrant green tea bushes in sharp focus.

- LARGE ASSORTMENT OF ORGANIC TEAS

- THE FRESHEST NATURE TEAS

- SUPER PREMIUM FLAVOURED TEAS MADE IN FRANCE

THEINE



THEINE was created in Nantes, France in 2013, with the aim to import organic teas from little producers and to manufacture top of the range flavoured teas.

With just over ten years of existence, we forged trust-connections with asian tea producers, which allows us to have access to the best harvests.

In Nantes, France, we have a storage and manufacturing warehouse with a surface of 300m² equipped with a cold room for our most fragile teas. That allows us to assure an optimal quality tea supply for our clients all year long.

We manufacture our own flavoured teas, with close to 70% certified ORGANIC by ECOCERT. We have around 80 different ingredients (spices, fruits, herbs, flowers) and a stock of around 50 natural flavours, all produced in France.

THEINE, in some figures: 200 nature teas & 180 flavoured teas, a totally exclusive selection addressing to a PRO clientele with a positioning on PREMIUM teas and concerned to differentiate from mass-market tea distribution of ORGANIC stores, supermarkets and other competitors.

A 300m²'s warehouse in Nantes, France, dedicated to premium teas and equipped with a 10m²'s cold room.

15 Tonnes of teas sold in 2023 with a proportion Nature/Flavoured close to 50/50.

A manufacturing tool for tea blending and flavouring with a producing capacity of 100kgs per day, quite small to be scrupulous on the quality, but important enough to supply you.

A company of 7 employees at your service, and with a ear for listening to all your projects.



IN THE PLANTATIONS:

- We travel to visit our producers to continually learn and discover new teas.



- For the majority, we import our teas in small batch quantities to guarantee an optimal freshness. Every week, we have new arrivals from the 4 corners of Asia.



NATURE



Ilam, Nepal



Shizuoka, Japan



Boseong, Korea

NATURE TEAS

Our teas are bought at the origin and carried mostly by plane for a better freshness.

We buy in large majority very specific lots, tasted among dozens and produced in small quantities, on average 150 kgs per lot.

For each category, or tea reference, we believe we have the propositions among the most qualitative and competitive in Europe. This is explained by our careful choice of lots we are buying, their small quantity, and our optimal storage conditions: All of our green and precious teas are stored in our 10m2 cold room and our fast dispatch toward our final customers by express carriers.

Our producing regions:

Japan: Very large range of sencha, matcha, kabusecha, gyokuro, fukamushi all stored in our cold room. Our teas are as fresh as when they left our japanese supplier's cold room.

China: Around 50 references, ORGANIC for the most, and exceptional quality/price ratio, from grands crus pre-Qingming to classics such as Golden Yunnan, Longjing, jasmine tea and Lapsang Souchong.

We also import exceptional teas from little farms in Taiwan, Thailand, Nepal, India, Korea, Sri Lanka, Laos & Burma.

NATURE: OUR BEST-SELLERS



JASMINE YIN HAO

Chinese spring green tea naturally perfumed with jasmine flowers harvested in August. The process of contact with fresh flowers is repeated three times to get this very floral and vegetal tea.

Yin Hao means white tips, we immediately notice it at the visual of the exceptional quality of this green tea.



SINCHA KARIGANE

The ochre liqueur is clear and the dominant savour is clearly the umami. We take a lot of pleasure to keep this tea in the mouth. It is full of softness and even reminds of the flavours of gyokuro. We can infuse it several times, which will accentuate again the soft and greedy impression of this very beautiful tea!



GRAND YUNNAN

Black tea from the south of China. It is usually called Dian Hong, the red tea from Yunnan. This Yunnan has robust, wild animals, animal mane savours, but also dried fruits.

With almost no bitterness, you can infuse this Yunnan several minutes.

GENMAICHA

A very nice version of this classical Japanese tea with its rice in a popcorn version and its spring sencha.

The aspect is classic but the dark leaves of green tea promise a beautiful presence of tea.

The sencha quality used, promises a very nice length in mouth, and a nice savours's intensity which differentiate it from the commons genmaicha made with bancha, or even chinese sencha.



MATCHA PREMIUM

" A mid-range matcha, at a very attractive price, subtle and very well-made, produced in Kyoto. "

After the preparation, we discover a beautiful tea. The foam produced is pretty, feathery. The olfactory notes are essentially vegetal but let glimpse a huge wealth of flavours. As a result, in the mouth, this matcha is an enchantment.

An umami savour and a quite round liqueur open on iodine and vegetal varied notes, frankly pleasant. The length in the mouth is very satisfying, all in all it's a nice and inexpensive reference enabling to cross a first step in the world of top range matcha.



LAPSANG SOUCHONG

Black tea from China, Fujian strongly smoked on spruce wood.

It exists a lot of Lapsang Souchong available at the different importers and distributors, naturally smoked, flavoured... meanwhile, all don't have a really good intensity and length in the mouth, despite often a really good promising smell.

Chosen among ten of samples, our Lapsang Souchong is established as the most intense and aromatic available.



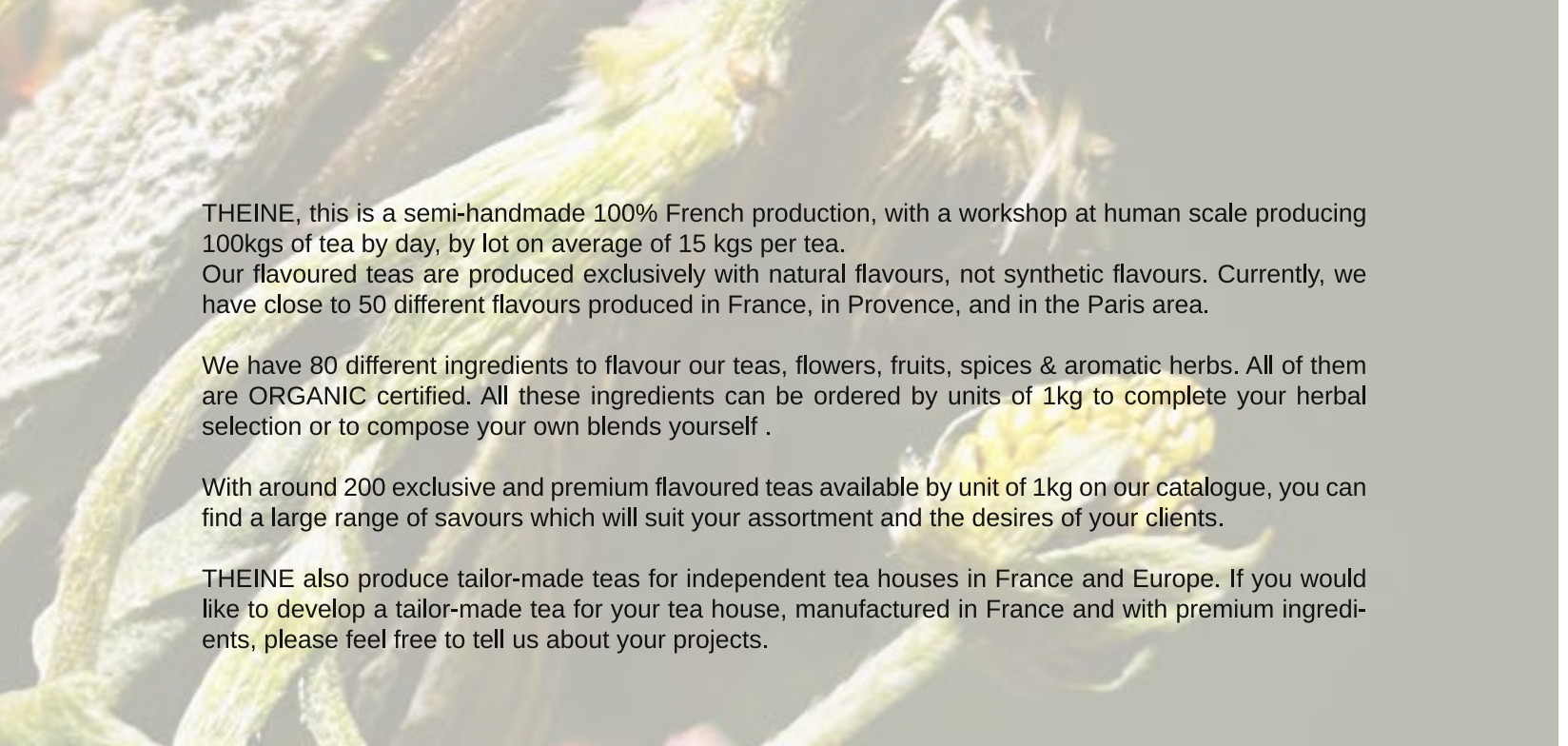
FLAVOURED



THEINE's task is to design and manufacture flavoured teas on tea bases of better quality than the competition, that's why you will find Japanese sencha, Chinese wulu, assam tippy black teas in our blends. They are qualitative tea bases which can be drunk pure and are appreciated by nature tea enthusiasts.

This quality choice has a cost, we will be 20% more expensive than the competition distributed massively, however, the quality is unique, with lengthy savours in the mouth and possibilities to re-infuse several times your tea.





THEINE, this is a semi-handmade 100% French production, with a workshop at human scale producing 100kgs of tea by day, by lot on average of 15 kgs per tea.

Our flavoured teas are produced exclusively with natural flavours, not synthetic flavours. Currently, we have close to 50 different flavours produced in France, in Provence, and in the Paris area.

We have 80 different ingredients to flavour our teas, flowers, fruits, spices & aromatic herbs. All of them are ORGANIC certified. All these ingredients can be ordered by units of 1kg to complete your herbal selection or to compose your own blends yourself .

With around 200 exclusive and premium flavoured teas available by unit of 1kg on our catalogue, you can find a large range of savours which will suit your assortment and the desires of your clients.

THEINE also produce tailor-made teas for independent tea houses in France and Europe. If you would like to develop a tailor-made tea for your tea house, manufactured in France and with premium ingredients, please feel free to tell us about your projects.



FLAVOURED: OUR BEST-SELLERS



FRESA Y BASIL

Flavours: Strawberry – Basil - Lime

"Summer in your cup"

Here is a really attractive perfumed tea. The wulu green tea is a very adapted support for delicate ingredients. We cannot resist the dried leaves lengthy smell, full of promising notes. After the infusion, we appreciate the nice balance of the notes and the flavours, which go from vegetal to greedy, with a liqueur that lets all its place to the tea. The strawberry dominates, meanwhile, the basil, the lime and clearly the tea bring the necessary. We will appreciate this pretty tea in a cold infusion.



PEACH MANGO

Flavours: Jasmine – Peach - Mango

"A fruity tea with long savours in the mouth"

On a base of organic jasmine green tea and organic Hunan green tea, we wanted to create a tea on yellow summer fruits thematic. Whether during sunny days, or during winter, it will always be a classic. The tea bases are of very good quality and its aspect invites to the tasting.



PRINCESS MIRA

Flavours: Jasmine – Rose - Mirabelle

"Like a perfume, with complex and persistent savours"

On a base of organic jasmine green tea and organic Hunan green tea, this very feminine tea develops subtle and complex flavours. Very long in the mouth, we nicely feel the rose and jasmine floral notes, with a very complementary fruity touch. The whole is balanced to produce a tea that we will rediscover in each cup.

MUEZZIN

Flavours: Orange blossom - Spearmint

"A green tea that makes travel to the jasmine and the orange blossom world"

With this tea, we wanted to make you travel to the north of Africa, on grounds bathed by the sun, where the orange blossoms are queens. We used a very pretty Wulu green tea from China, with an intense green, which can be re-infused several times. There is a good proportion of jasmine tea in this blend which gives a large complexity to the flavours. The spearmint from France, used in a small quantity, offers a subtle dynamism.



KAMTCHATKA

Flavours: 5 citrus fruits

"A revisited classic"

On a base of qualitative Assam tea, here we find a blend of 5 citrus fruits well-chosen and full of balance. After the infusion, the leaves show their beautiful aspect, in compliance with a high grade of picking, especially for a perfumed tea. In the mouth, the tea is powerful and very present, like we can expect from an Assam. The citrus fruits mix brings softness and taste to the infusion, for a very successful general impression. There is balance and length in the mouth. A tea which will suit as much for a brunch than for a vesperal tea time.



CHAI CLASSIQUE

Flavours: Blend of spices

"A travel on the tea and spices road"

A beautiful Assam organic black tea, well-chosen and perfumed spices: this tea promises a journey and tasty moment. The spices olfactive notes are an enjoyment and take part entirely in a rich and comforting taste experience. The infused liqueur is of a pretty copper colour. In the mouth, this is a flavours party: a present black tea (for the better!) and a traditional Indian spice blend that bring a lot of charm to this classical chai tea.

We will also love to add milk and sugar to rediscover the pleasure of savouring a chai masala like over there!



CHRISTMAS EXOTIC

Flavours: Mango – Passion fruit - Spices

"A stunning christmas tea, very sophisticated and out of the ordinary"

We desired to create a christmas green tea out of the ordinary with exotic savours, based on passion fruit and mango, with a spicy cinnamon touch and a pinch of clove. This is a very visual tea with a spring Wulu green tea and wonderful coloured spices.



HERBAL NIGHT

Flavours: Chamomile – Lavender - Buckwheat

"A comforting and relaxing herbal tea, perfect as a last cup before sleeping."

This infusion is based on 2 main ingredients; Kasha, a french buckwheat seed cultivated in Brittany, France, and chamomile. The savours are grilled, very characteristics of the buckwheat, and floral thanks to the chamomile and the lavender's presence. There is also, a great complexity brought by the other ingredients which compose this herbal tea, especially the verbena and the ginger.



CHRISTMAS ORANGE

Flavours: Orange – Spices

"Classic of Christmas teas, in premium quality."

Based on a qualitative and robust Assam, this classic blend of citrus, fruits and spices is a success and will know how to assist our winters and our relaxing moments throughout the year. The pretty amber liqueur produces woody smells, felt first with the light bitterness of orange. The tasty spices, without any excess, will charm our palates and will take us for a few moments in an Orient dream. The subtle bitterness of orange and the very delicate astringency of the tea, extend perfectly the taste of this unmissable classic, which could also be tasted with milk.



MATCHA



“ Thanks to our direct import from Japan, instant production on request, our storage facility including a cold room in France, and our expertise in the ORGANIC certification, THEINE is positionned as an essential partner for tea professionals. ”

WHY CHOOSE «THEINE» MATCHA?

- The freshest matcha, imported by plane from Japan, and stored at all time in a refrigerated atmosphere in Nantes, France.
- Real ORGANIC, pure and respectful of human beings and nature, strictly checked by ECOCERT FR-BIO-01.

Matcha tea is a green tea powder of high quality. To get this powder, it is necessary that farmers produce a green tea called Tencha. This is a leaf green tea, which is obtained by harvesting tea plants shaded at least 20 days before harvest thanks to shade nets, or natural mulching for the most prestigious. This shade slows the tea plant growth, speeds up the chlorophyll production, and encourage a high content of amino acid in the leaves. Visually, the leaves are of a darker green. In the cup, this shade increase the sweet umami taste, a bittersweet flavour, typical of the best Matcha.

Then, whether for your morning routine, an iced Matcha, for a smoothie or a Latte Matcha, choose the best quality, the freshest, and above all, certified organic.





OUR 100% ORGANIC MATCHA RANGE FROM JAPAN

We are very flexible and can deliver you our matcha range with our THEINE labels, or without labels. We can also print your labels in-house and stick them upon order.

MATCHA IN TINS AND DOYPACK PACKED IN JAPAN IN A PROTECTIVE ATMOSPHERE.

MATCHA KOICHA SAEMIDORI CERTIFIED ORGANIC 30G – 16€/TIN
 MATCHA IMPERIAL OKUMIDORI/ASANOKA CERTIFIED ORGANIC 30G – 14,5€/TIN
 MATCHA CEREMONIAL OKUMIDORI CERTIFIED ORGANIC 30G – 13€/TIN
 UJI MATCHA CONTROLLED APPELLATION CERTIFIED ORGANIC 50G – 15€/BAG
 MATCHA CEREMONIAL OKUMIDORI ORGANIC 50G – 13,5€/BAG
 MATCHA PREMIUM CERTIFIED ORGANIC 50G – 10€/BAG
 MATCHA MIDORI CERTIFIED ORGANIC 50G – 8€/BAG
 MATCHA KURASHIKU CERTIFIED ORGANIC 30G – 5€/BAG

MATCHA IN BAGS OF 1KG PACKED IN JAPAN IN A PROTECTIVE ATMOSPHERE

MATCHA CEREMONIAL OKUMIDORI ORGANIC 1KG – 235€/kg
 MATCHA MIDORI CERTIFIED ORGANIC 1KG – 125€/kg
 MATCHA CULINARY A CERTIFIED ORGANIC 1KG – 75€/kg
 MATCHA CULINARY B CERTIFIED ORGANIC 1KG – 50€/kg
 HOJICHA POWDER CERTIFIED ORGANIC 1KG – 60€/kg



Certificat en vertu de l'Article 35, Paragraphe 1, du Règlement (UE) 2018/848 relatif à la production biologique et à l'étiquetage des produits biologiques

1.1 Numéro du document FR-BIO-01-250-0078852-2023.001	1.2 Type d'opérateur <input checked="" type="checkbox"/> Opérateur <input type="checkbox"/> Groupe d'opérateurs
1.3 Opérateur ou groupe d'opérateurs Nom SAS DE LA VALLÉE Adresse 2 Place Félix Pomeroy 46000 Montes Pays France Code ISO FR	1.4 Autorité compétente ou Autorité / Organisme de contrôle Autorité ECOCERT FRANCE (FR-BIO-01) Adresse 32, 47, 59000, L'Isle-Jourdain Pays France Code ISO FR
1.5 Activité ou activités de l'opérateur ou du groupe d'opérateurs • Préparation • Distribution / Mise sur le marché • Importation	
1.6 Catégorie ou catégories de produits visées à l'article 35, paragraphe 7, du règlement (UE) 2018/848 du Parlement européen et du Conseil et méthodes de production • (d) Produits agricoles transformés, y compris les produits de l'aquaculture, destinés à l'alimentation humaine Méthode de production: - production de produits biologiques - production biologique avec une production non biologique	
Le présent document est délivré conformément au règlement (UE) 2018/848 et certifie que l'opérateur ou le groupe d'opérateurs (choisir ce qui convient) satisfait aux exigences du règlement.	
1.7 Date, lieu Date 20 octobre 2023 10:23 +0200 Lieu L'Isle-Jourdain (FR)	1.8 Validité Nom et signature ECOCERT FRANCE Certificat valable du 06/02/2023 au 31/03/2025

Certificat en vertu de l'Article 35, Paragraphe 1, du Règlement (UE) 2018/848 relatif à la production biologique et à l'étiquetage des produits biologiques

11.1 Répertoire des produits Nom du produit Café, Thé, Infusions: Thé, Infusions Fruits secs Plantes séchées, élixirs et aromatisés Thé, autres: Thé Origine Chine Thé, autres: Thé Origine Corée Thé, autres: Thé Origine Inde Thé, autres: Thé Origine Japon Thé, autres: Thé Origine Malaisie Thé, autres: Thé Origine Thaïlande Thé, autres: Thé parfumé	Code de la nomenclature combinée (NC) visé au règlement (CEE) n° 2658/87 du Conseil pour les produits relevant du champ d'application du règlement (UE) 2018/848 Biologique Biologique Biologique Biologique Biologique Biologique Biologique Biologique
11.2 Quantité de produits	
11.3 Informations sur les terres	
11.4 Liste des locaux ou des unités où l'activité est exercée par l'opérateur ou le groupe d'opérateurs	
11.5 Informations sur l'activité ou les activités réalisées par l'opérateur ou le groupe d'opérateurs et indiquant si l'activité ou les activités sont effectuées pour leur propre compte ou en tant que sous-traitant réalisant l'activité ou les activités pour le compte d'un autre opérateur, le sous-traitant restant responsable de l'activité ou des activités effectuées	
11.6 Informations sur l'activité ou les activités réalisées par le tiers sous-traitant conformément à l'article 34, paragraphe 3, du règlement (UE) 2018/848	
11.7 Liste des sous-traitants réalisant une ou des activités pour l'opérateur ou le groupe d'opérateurs conformément à l'article 34, paragraphe 3, du règlement (UE) 2018/848, dont l'opérateur ou le groupe d'opérateurs reste responsable en ce qui concerne la production biologique et pour lesquelles il n'a pas transféré cette responsabilité au sous-traitant	
11.8 Informations sur l'accréditation de l'organisme de contrôle conformément à l'article 40, paragraphe 3, du règlement (UE) 2018/848 Nom de l'organisme d'accréditation COFRAC Hyperlien vers le certificat d'accréditation https://docs.cofrac.fr/document/COFRAC-0005.pdf	11.9 Autres informations Sur la version électronique de certificat disponible en ligne, voir : https://webgate.ec.europa.eu/tracertsdirectory/publication/organic-operator/FR-BIO-01-250-0078852-2023.001.pdf

ORGANIC CERTIFICATION

THEINE is an ORGANIC operator, importer, tea-blender, certified by ECOCERT.

Every year, we are audited and our teas are regularly lab-tested by ECOCERT or the French authorities for pesticides screening.

Each of our imports are scrupulously checked by french customs and we do the best we can to always offer you teas which we know are pure and healthy.



ACCESS OUR CATALOGUE

To discover all of our range of 400 teas, log in to our website with your personal access informations given on the label below.

WWW.ILOVETHEINE.FR

Your direct contact: Pierre
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SAS DE LA VALLÉE - 65 rue de la Garde 44300 Nantes, France
SAS au capital social de 20,000€, RCS Nantes 791 626 732 SIRET79162673200063
Certification BIO par ECOCERT FR-BIO-01 44/183555/753751