

Exmoor Tea:

A Rural Enterprise Exmoor business case study



The Exmoor Tea Company are an ethical tea company blending right here on Exmoor, using plastic free, biodegradable & recyclable packaging in all aspects.

They are located on the Barle Enterprise Centre just outside of Dulverton

Kenny and Rachel have always been inspired by the beauty of Exmoor and have lived here for 14 years. During this time, they tried to find a tea that reflected their values and gave customers a real tea experience which surpassed expectations.

Building on their experience in catering, hospitality, and retail, they started work with some incredible experts to help them deliver the finest and most carefully sourced teas, herbs and spices from ethical tea gardens around the world.

Exmoor Tea has been established for just over a year and have created a stronghold in the community with their products. Currently they are family run however, are looking to create employment opportunities as their business expands and develops.

The Exmoor Tea Company is very passionate about supporting local, not only can their delicious tea blends be found online, you can find them in many local stockists around Exmoor. They donate 5p from every retail tea cube sold to the Exmoor National Park's Caremoor fund, helping to keep Exmoor beautiful for future generations.

Benefits and challenges of working on Exmoor

Benefits

“Kenny and I have always been inspired by the beauty of Exmoor. We chose to raise our family and run our business here for the last 14 years. Living in Exmoor gives you a chance to really appreciate nature, whether that's the sky at night or the moors in the morning. For us, Exmoor reflects our own values and Exmoor Tea is about positive change. We believe in better tea, that's better for the environment.”

Challenges

“Our challenge was finding suitable premises which were affordable and ideally located so we could access most of our customers. After many months of searching we were fortunate to secure premises close to home and centrally located.”

Aspirations and advice

Aspirations

“Our pledge is to make a difference both locally and globally, this starts from the tea we source, the tea pyramid, the packaging, through to supporting projects which help to keep our environment beautiful.”

Advice

“Our advice for others doing business on Exmoor is to connect with your customer base, build relationships and never stop appreciating where you live!”

