

Startup Yunomi.life Revolutionizing Access to the Japanese Tea Industry

Yunomi is announcing enhanced community-building support connecting customers, suppliers, and writers focusing on premium tea.

TOKYO, KANAGAWA, JAPAN, August 10, 2016 /EINPresswire.com/ -- August 10, 2016 — [Yunomi \(www.yunomi.life\)](http://www.yunomi.life), a Japan-based e-commerce startup, is revolutionizing access to the closed Japanese tea industry by bridging the language and logistics divide separating global tea enthusiasts and buyers from small-scale [tea farms](#), factories and specialty merchants in Japan.



Ilan Chun with the Kinezuka family, Japanese tea farmers

Recognizing that the [community](#) of writers around the world who blog and review teas are essential to introducing the people behind the production of teas, Yunomi is launching a Product Review Club. Samples will be sent free of charge to a selection of Club members each month based on member preferences. Tea samples will include detailed information on not only the tea, but a message from the Japanese producer or merchant providing the tea. Application for the Product Review Club can be made at www.yunomi.life/press.

“

Yunomi seeks to recreate the connections between people that get lost in modern commerce--connections between producers and consumers, between customers...”

Ilan Chun, CEO Matcha Latte Media KK

ABOUT YUNOMI

As an e-commerce marketplace with over 100 participating vendors ranging from small factories to individual, family tea farms, Yunomi provides access to a representative slice of the

Japanese tea industry, with hundreds of choices for tea and tea ware products, allowing tea enthusiasts and buyers at premium tea merchants around the world to choose teas by type, cultivar, and even production method.

The company seeks to create a community around the products, creating a virtual farmers' market where customers can not only learn about and contact the vendors (www.yunomi.life/pages/vendors, Yunomi assists communication by translating inquiries and answers), but also connect with each other on the Yunomi Community (www.yunomi.life/community).

MEDIA INQUIRIES

Photos and other inquiries can be made to Ilan Chun, CEO & Yunomi Tea Merchant: cha@yunomi.us, +81-465-43-7233. Yunomi is operated by Odawara, Japan-based Matcha Latte Media KK.

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With over 100 vendors providing tea and tea ware from throughout Japan, Yunomi offers the largest variety of Japanese-made tea online.



Yunomi promotes a lifestyle that is steeped in tea

This press release can be viewed online at: <http://www.einpresswire.com>

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