

ATLANTA-BASED CONJOOR LAUNCHES AN EXPERIENTIAL TEA HOUSE WITHOUT WALLS

New hospitality-centered tea company brings together tea collections, community and experiences designed around the belief that the table is wherever we gather.

ATLANTA, GA, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- Conjoor, a new Atlanta-based hospitality-centered tea company, officially launches today, introducing a different interpretation of what a modern tea house can be.

Rather than beginning with a traditional brick-and-mortar tea room, Conjoor is building an experiential tea house without walls. Bringing the table to people through thoughtfully curated loose-leaf teas, seasonal collections, community tastings and evolving hospitality experiences.

At the center of Conjoor is a simple belief: The table is wherever we gather.

“Conjoor began with tea, but what we're really creating is hospitality,” says founder Donata Davis. “We don't believe a tea house has to be defined by four walls. Tea is our invitation to create ritual, connection and belonging wherever people are.”

Ritual · Belonging · Becoming

Conjoor is built around three guiding principles: Ritual · Belonging · Becoming. Ritual recognizes the personal moments created around the pour, whether that means beginning a morning intentionally, creating an afternoon pause or simply choosing a few



minutes for yourself.

Belonging moves beyond the individual cup to the shared table. Where hospitality creates room for conversation, discovery and connection.

Becoming recognizes that people are continually moving through different seasons of life, and the rituals and experiences they seek can evolve with them.

That philosophy extends into another central idea within Conjoor: the seasons around us and the seasons within us.

Seasonal changes influence what we taste, crave and gather around. But Conjoor also recognizes personal seasons. In times of building, caring, questioning, gathering, resting and beginning again.

The First Pour

Conjoor's September debut introduces its first seasonal and restorative loose-leaf tea collections, curated through the brand's lens of flavor, feeling and experience.

Guests are encouraged to discover tea not simply by asking what flavor they prefer, but by considering a different question:

What are you pouring for?

Energy. Rest. Clarity. Connection. Celebration. Or simply a moment that belongs to you.

Throughout the fall, Conjoor will continue expanding beyond the packaged cup through seasonal releases, community tasting experiences and opportunities for members of the Conjoor community to participate in discovering and selecting future expressions of the brand.

The company's fall seasonal collection arrives September 21.

Expanding the Table

Conjoor's experiential model is designed to move.

A Conjoor table may appear at a community tasting, a collaborative gathering, a workplace, an intimate hosted experience or somewhere entirely unexpected.

The company will introduce its first public pop-up experience this fall, providing guests an opportunity to experience the Conjoor philosophy beyond the cup.

And in 2027, Conjoor plans to expand the table further through new collections, collaborations and experiential expressions of hospitality.

Additional details will be announced at a later date.

"Tea brings us to the table," says Davis. "What happens around it is where Conjoor begins."

[ABOUT CONJOOR](#)

Conjoor is an Atlanta-based hospitality-centered experiential tea company rooted in culture, inspired by community and designed for becoming.

Through thoughtfully curated loose-leaf teas, seasonal collections, community tastings and experiential gatherings, Conjoor explores the intersection of tea, ritual and hospitality.

Conjoor is built around the philosophy Ritual · Belonging · Becoming and the belief that the table is wherever we gather.

CONJOOR

[Tea Reimagined.](#)

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