

LORAN TEA Unveils The 2026 Master's Selection, Introducing Premium Phoenix Dancong Oolong to North America

Meeting the surging demand for mindful living, LORAN TEA offers charcoal-roasted Phoenix Dancong Oolong to replace mass-market tea bags.

SHERIDAN, WY, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- [LORAN TEA](#), a purveyor

“

Consumers are actively escaping the complexities of a hyper-industrialized world, returning to the pure, unadulterated taste of nature in their daily rituals.”

Spokesperson, LORAN TEA

of high-altitude heritage teas, today announced the seasonal release of its highly coveted "The 2026 Master's Selection" tasting set. Designed for the discerning palate, this curated collection introduces authentic [Phoenix Dancong Oolong](#) to a Western audience seeking quiet luxury and mindful consumption.

"We are observing a definitive shift in North American consumer habits: as individuals prioritize mindful living and wellness, there is a growing rejection of mass-

produced, low-quality tea bags in favor of premium, whole-leaf experiences," said a spokesperson for LORAN TEA. "Consumers are actively escaping the complexities of a hyper-industrialized world, returning to the pure, unadulterated taste of nature. LORAN TEA's ongoing mission is to bridge this gap by offering a definitive alternative for those ready to graduate from commodified tea dust to the complex world of single-origin terroir."

To maintain this standard, LORAN TEA sources exclusively from its 800-mu (approximately 130-acre) private high-altitude estate in the Fenghuang (Phoenix) Mountains—the historic epicenter of Dancong cultivation. Backed by a robust 60-ton reserve of premium tea, the brand guarantees unparalleled supply chain stability for both individual connoisseurs and the North American market. Unlike mass-market teas, the brand steadfastly employs a labor-intensive, multi-stage charcoal roasting technique using traditional fruitwood. This centuries-old method is executed entirely by hand by multi-generational artisans, a painstaking process that severely limits annual yield but ensures a deep, complex flavor profile impossible to replicate industrially.

"The 2026 Master's Selection" highlights the distinct "Shan Yun" (Mountain Rhyme) through four meticulously curated flavor profiles, each offering a unique sensory journey. The collection

includes Imperial Song, renowned for its deep, ancient-wood resonance and mellow finish; Honey Orchid, which intertwines ripe peach sweetness with piercing wild orchid aromatics; Almond, offering a rich, nutty infusion accented by warm spice notes; and Honeysuckle, characterized by a delicate, spring-floral nectar. The resulting liquor from each batch is defined by a bright golden hue and a complex tasting journey that evolves beautifully over multiple infusions.

Strategically positioned to elevate the [daily tea ritual](#), the tasting set features minimalist, old-money packaging devoid of loud branding, allowing the quality of the reserve-grade whole-leaf tea to remain the focal point.

"The 2026 Master's Selection" is available exclusively through the brand's official website.

For more information on the estate, the charcoal roasting process, or to explore the collection, visit <https://shop.lorantea.com>

About LORAN TEA LORAN TEA is a premium lifestyle brand dedicated to preserving and sharing the highest echelon of single-origin Dancong Oolong. Operating from a 130-acre private estate in the Fenghuang Mountains, the brand bridges centuries of traditional charcoal-roasting craftsmanship with modern, minimalist aesthetics.

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The 2026 Master's Selection tasting set offers North American consumers a premium, whole-leaf alternative to mass-produced tea bags.

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