

CHARLENE WANG

FOUNDER, TRANQUIL TUESDAYS TEA COMPANY

A lifetime tea fanatic who also holds top-secret US government security clearance, Charlene Wang gave up her work as a diplomat to focus on her true love. This obsession has taken her to tea fields in India, Bangladesh and Sri Lanka and innumerable historical tea shops all over the world. After six years in the Foreign Service, she started up Tranquil Tuesdays in Beijing, a social enterprise selling premium Chinese teas as well as artisan teaware made by Chinese artists. We chatted with Charlene about what motivates her, and what we should be sipping.

What made you decide to start up Tranquil Tuesdays?

I wanted to start a kick-ass tea company to fill the gaping hole in the premium tea industry for a luxury brand out of China. Up until now, premium tea companies have had colonial relationships to tea, but tea is such an essentially Chinese thing that it seemed silly there wasn't a cool Chinese brand offering high-quality teas. Moreover, I wanted to create a sustainable-living entity that could become a platform for women's empowerment in a way that I believe needed to be done.

What was it like to start up a business in China?

I would say the maxim "everything is difficult but anything is possible" is especially true about starting a business in China. I've been encouraged by this amazing entrepreneurial energy here, but a big challenge is dealing with the general mindset of volume/profit

being more important than my mission of quality and sincerity. But if you look hard enough you can find people who share your business philosophy. I must say, though, that quitting a cushy government job and its glam lifestyle was hard and I probably wouldn't have done it if I hadn't met Tony (my fiancé), who inspired me to just do it.

What is your favorite product?

Tough question – it's like asking a parent who their favorite kid is. I would say two teas stand out. First, our organic ancient-tree raw pu'er because it converted me into a pu'er fan. It feels like the embodiment of a clean, fresh tree; also, our pu'er is raw so the flavors are more subtle and chilled out. Also our Tieguanyin. It's from this fall's harvest and super-fresh; it has such an amazingly enchanting aroma.

"IT SEEMED SILLY THERE WASN'T A COOL CHINESE BRAND OFFERING HIGH-QUALITY TEAS"

What do you hope to do with Tranquil Tuesdays in the future?

I hope we will be able to achieve our goal of being a sustainable platform to offer women true empowerment through job training and employment, thus making an impact in as many lives as possible. Our inventory and accounts manager is a migrant worker from rural Dongbei. When you see her talents, drive and capabilities, you can't help but wonder what her life would be like if she had been born into different circumstances. And of course, I want to introduce great Chinese teas and teaware in a fresh way to the world market.

Hear Charlene Wang talk tea on Jan 18. See Events for details.

Sparkling at Kempinski *Sundays*



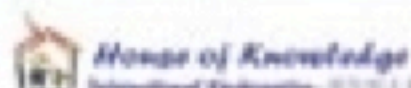
Let the good times *fire-flare* as we uncork premium Duval Leroy champagne.

Lavish food and live jazz for the grown-ups, endless fun for little ones in our House of Knowledge kindergarten.

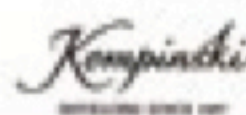
Starting from January 9th, 2011 Every Sunday 11:30am to 3:00pm in Kranzler's Restaurant & Bar

- Family Brunch RMB 328
- Sparkling Package RMB 368
Includes unlimited home-brewed Paulaner beer, sparkling wine and a selection of fine white and red wines from our cellar
- Champagne Package RMB 448
All the above plus a free-flow of Duval Leroy, one of the world's finest champagnes
- Kids Brunch (age 6-12) RMB 164

Price is in RMB, per person and subject to 12% service charge



For inquiries and reservations, please call 010 6465 3588 - 4222



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