

Building Your Tea Brand

with Doypacked & Hojicha Wholesale

From bulk tea to finished product, a complete practical guide



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Who We Are



Hi, my name is Aure. I am the founder of Hojicha Wholesale, a European food business based in Belgium with one simple mission: to offer high-quality Japanese tea direct from the farm. Today, we sell our teas to cafes, tea shops, restaurants, hotels, brands, and food manufacturers. Early in the business, our wholesale clients started asking if we knew where they could get their tea packaged and, since there was no dedicated service for small-scale food co-packing, we started Doypacked.

Doypacked is a dry food co-packing service with low minimum order quantities. We condition, weigh, fill, seal, label, and batch-code your products into consumer-ready packaging. Together, these two services form a complete pipeline: from bulk tea arriving from Japan, all the way to a finished, shelf-ready product.

Hojicha Wholesale

hojichawholesale.eu Japanese hojicha and matcha importer. Farm-direct sourcing, EU-wide B2B delivery, low MOQs, samples available.

Doypacked

doypacked.eu Dry food co-packing service. Doypacks, tin cans, labeling, batch coding. Low MOQs. Belgium-based.

The Road from Idea to Shelf

Most people who want to start a tea brand have no idea where to begin. Here is the full journey, simplified.

1 Define your product

What format will you sell? Loose leaf? Sachets? Branded tins? Who is your customer? Direct-to-consumer, cafes, retail shops? Your answers will shape every decision that follows.

2 Source your tea

You need a reliable, quality-consistent supplier who can grow with you. This is where Hojicha Wholesale comes in. We supply hojicha and matcha in bulk at wholesale prices, with samples available before you commit to a larger order.

3 Choose your packaging format

Will you sell in resealable doypacks, premium tin cans, or both? Each has different costs, shelf life implications, and customer appeal. We cover this in detail in Section 05.

4 Design your label

Your label is your brand. But it also has strict legal requirements in the EU. Section 06 walks you through everything that must appear on it.

5 Co-pack with Doypacked

Send us your bulk tea and packaging. We weigh, fill, seal, and label your containers. We also apply batch numbers and expiration dates (Section 07). You receive finished, shelf-ready units.

6 Store and sell

Your finished product ships to you. From there, it is your brand, your margins, your business.

Typical timeline for a first order



Sourcing Your Tea



Hojicha is a roasted Japanese green tea made from bancha or kukicha leaves and stems, pan-roasted at high temperature until they turn reddish-brown and develop a deep, toasty, low-caffeine character. It is the fastest-growing Japanese tea category in Europe, driven by barista culture, health-conscious consumers, and its versatility in food and beverage applications.

We source directly from farms in Japan with no importer middleman. This gives you:

- › Full traceability: you know exactly which farm and which harvest
- › Consistent quality: we maintain long-term supplier relationships
- › Competitive wholesale prices: no middleman margin stacked on top
- › Organic and conventional grades available
- › Samples before commitment, always

What we supply

We carry multiple grades and roast levels, from everyday cafe hojicha to premium grades for specialty retail. Browse the full catalogue, live pricing, and current MOQs at:

hojichawholesale.eu/shop

Who we sell to

- › Cafes and specialty coffee shops adding hojicha lattes to their menu
- › Independent tea shops building a Japanese tea range
- › Hotels and restaurant groups sourcing for food & beverage programmes
- › Food & beverage brands creating hojicha-flavoured products
- › Private label businesses launching their own tea brand
- › Distributors and importers seeking a reliable EU-based hojicha source

Co-Packing with Doypacked



Co-packing (contract packaging) means that instead of investing in your own filling, sealing, and labeling equipment, you outsource that work to us. You send us your bulk product (or we source it for you via Hojicha Wholesale), and we return finished, consumer-ready units.

Doypacked is designed for low MOQs. You do not need to order thousands of units to get started. This makes it ideal for product launches, market tests, and growing brands that need flexibility.

Looking to start a tea brand with Chinese or Indian tea? Hojicha Wholesale does not supply those origins, but you are welcome to send us your own tea and we will pack it for you.

A la carte services. Nothing is mandatory: you choose only the product or service you actually need.

Weighing & filling

We fill each unit to your specified net weight, typically 50g, 100g, 250g, or 500g for tea. Other weights are available on request.

Sealing

Heat-sealed for airtight freshness. Doypacks include a built-in reseal zip. Tin cans receive a pressed or screwed lid.

Labeling

We apply your pre-printed labels to the containers. You supply the labels; we handle the application. See Section 06 for what your label must include.

Direct printing on containers

For doypacks, branding can be printed directly on the packaging material. This reduces cost and improves premium appearance, but typically requires higher MOQs. Services such as Packiro or Packstyle can help.

Batch coding & date marking

Every production run receives a batch number and best-before date, printed or stamped on the packaging. This is a legal requirement. See Section 07.

Full service details, pricing, and MOQs: doypacked.eu

Choosing Your Packaging Format



The container you choose shapes your brand perception, shelf life, cost structure, and sales channel fit. We work with two primary container types: doypacks (stand-up pouches) and tin cans. Each has a distinct role.

Doypacks (Stand-Up Pouches)

| Advantages | Considerations |
|---|--|
| <ul style="list-style-type: none"> • Lower cost per unit | <ul style="list-style-type: none"> • Less premium impression |
| <ul style="list-style-type: none"> • Resealable zip | <ul style="list-style-type: none"> • Less crush protection |
| <ul style="list-style-type: none"> • Lightweight | <ul style="list-style-type: none"> • Some prefer rigid containers |
| <ul style="list-style-type: none"> • Strong moisture/light barrier | |
| <ul style="list-style-type: none"> • Ideal for e-commerce | |
| <ul style="list-style-type: none"> • Print-ready surface | |

Tin Cans

| Advantages | Considerations |
|--|---|
| <ul style="list-style-type: none"> • Premium visual impression | <ul style="list-style-type: none"> • Higher unit cost |
| <ul style="list-style-type: none"> • Excellent light/moisture barrier | <ul style="list-style-type: none"> • Heavier |
| <ul style="list-style-type: none"> • No crushing in transit | <ul style="list-style-type: none"> • Higher MOQ for printed tins |
| <ul style="list-style-type: none"> • Reusable | |
| <ul style="list-style-type: none"> • Strong in gift channels | |

Two ways to pack tea in tin cans. You can fill the tea directly into the tin and seam it shut, or pack the tea into an aluminium foil pouch first and place that inside the tin. The second approach is generally more cost-effective because sealing the inner pouch is faster than seaming the can itself.

Labeling vs. Direct Printing

Applied label: You design and print your labels; we apply them. Most flexible, lowest MOQ, easy to update between batches.

Direct printing on container: Branding printed onto the packaging material during manufacturing. Cleaner look, higher MOQ and longer lead time. For doypacks, see Packiro or Packstyle.

EU Food Labeling Basics



Every product sold as food in the EU must carry specific mandatory information. This is not optional: it is law. Governed primarily by Regulation (EU) No 1169/2011.

Note: This is a general overview, not legal advice. For your specific product and target markets, consult a food law specialist or your national food safety authority.

- **1. Product name**

Legal name of the food, e.g. "Hojicha, roasted green tea". Not just a brand name.

- **2. Net quantity**

Weight or volume. Must appear in the same field of vision as the product name.

- **3. Ingredients list**

All ingredients in descending order by weight. Single-ingredient products can be simplified.

- **4. Allergen information**

The 14 major EU allergens must be emphasised. Tea has none, but check blended varieties.

- **5. Best-before date**

Standard for dry tea. Applied at co-packing time.

- **6. Storage conditions**

"Store in a cool, dry place, away from direct light and strong odours."

- **7. Business name & address**

Name and address of the food business operator placing the product on the market.

- **8. Country of origin**

For our hojicha: Japan.

- **9. Batch/lot number**

Required for traceability. See Section 07.

- **10. Nutritional declaration**

Energy, fat, saturates, carbohydrates, sugars, protein, salt per 100g.

- **11. Language requirements**

Labels must be in the official language(s) of each country where you sell.

Tip: Design your label with all mandatory elements first, then build your brand identity around them. A beautiful label that fails a food inspector spot-check can result in product recalls and fines.

Batch Coding & Traceability



Under EU Regulation (EC) No 178/2002, all food business operators must be able to trace food products through all stages of production, processing, and distribution. Every batch you produce must carry a unique identifier, a batch number (also called a lot number), that allows you to link finished product back to its source ingredients if a problem arises.

What is a batch number?

A unique alphanumeric code identifying a specific production run. All units produced from the same filling session, on the same date, from the same bulk input, share the same batch number. If you ever need to issue a product recall, the batch number tells you exactly which units are affected and where they went.

What is a best-before date?

Dried tea products use a best-before date (not use-by). Best-before means the product is at peak quality until that date; it does not become unsafe after it. For sealed hojicha, a typical window is 18-24 months from the sealing date.

How Doypacked applies this

- › At the start of each production run, we assign a batch number following a consistent internal format.
- › The batch number and best-before date are printed or stamped directly on each unit, typically on the back or bottom.
- › We keep production records for every run: date, product, batch number, bulk input reference, quantity produced.
- › These records are your traceability file; we can provide them to you on request.

Why this matters for your business

Traceability is not just a regulatory box to tick. Retailers, distributors, and B2B customers increasingly ask for batch traceability records before listing products. Having clean documentation from the start means you are ready to scale into professional sales channels without scrambling to retroactively create records.

A Worked Example

Meet Sophie. She wants to launch a small hojicha brand selling 100g tins through her online store and at local food markets.

Week 1 - Contact & sample

Sophie finds Hojicha Wholesale, reads the catalogue, and orders a sample of two hojicha grades. She brews them, picks her favourite, and decides to start with 1 kg of bulk hojicha to test the market.

Weeks 2-4 - Label design

Sophie designs her label using a free tool like Canva. She includes all mandatory EU elements: product name, net weight (100g), ingredients, country of origin (Japan), her business name and address, storage conditions, and a space for the batch number and best-before date.

Week 4 - First order

Sophie orders 1 kg of bulk hojicha from Hojicha Wholesale and contacts Doypacked to confirm container sizes, label specs, and scheduling for her first co-packing run.

Week 5 - Co-packing run

Sophie's bulk tea arrives at Doypacked. We fill 10 x 100g tin cans, apply her labels, and stamp each tin with batch number LOT-HJ-001 and a best-before date 24 months forward.

Week 6 - First sales

Sophie photographs the tins, lists them on her website, and takes them to her first market. She sells out. She reorders: this time 5 kg, for 50 tins. She has a product, a batch history, and a brand she can grow.

Next Steps

Before reaching out, please take a moment to read through this guide and browse the websites. Most of the information you need is already available on doypacked.eu and hojichawholesale.eu, including pricing, MOQs, and the ability to order samples directly online. The more prepared you are when you contact us, the faster we can help you move forward.

1. Browse the tea catalogue

See current products, grades, prices, and MOQs at hojichawholesale.eu/shop. If you already know what you want, great. If not, just reach out and describe what you are building: we will point you in the right direction.

2. Order a sample

Before committing to a wholesale order, taste it. Samples are available to buy directly on the website.

3. Contact us with context

When you reach out, please include: what product you want to create, roughly how many units for a first run, what container type you are considering (doypack or tin), and whether you already have a label or are still at concept stage. The more context you give, the faster we can help.

4. Get a co-packing quote from Doypacked

Visit doypacked.eu for full service information. Fill out the contact form or send an email: we will respond with pricing and lead times for your specific requirements.

5. Place your first order

Once you are happy with the sample and the plan, we move forward. Your first co-packing run is the hardest: after that, reorders become routine.

Get in touch

We answer emails in your language and typically respond within 24 hours.

info@hojichawholesale.eu

hojichawholesale.eu · doypacked.eu