

# Teasenz Launches Online Tea Store in Sweden

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SHENZHEN, GUANGDONG, CHINA, October 13, 2016 /EINPresswire.com/ -- Shenzhen's global tea startup continues its expansion in Europe, a region dominated by large regional tea importers. [Teasenz](#) recently has launched a Swedish version of its site with a shopping experience that's fully optimized for Swedish tea lovers.

According to Lisa Lin, Marketing Manager at Teasenz: "Unlike North America, Europe is a highly segmented market in terms of languages. Obviously,



Loose leaf green tea

people don't like to browse web stores in anything but their own language. Our site therefore now fully translated in Swedish to make the shopping experience more pleasant." But just a translation doesn't do the job. The Shenzhen based tea company has also hired Swedish marketing and support staff to fully serve Swedish tea lovers. Additionally, it has signed cooperation with logistics companies that can full fill all shipments to anywhere in Sweden.

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*Teasenz*

The launch of the Swedish site is an important milestone for Teasenz that seeks continuous expansion in Europe. There's hardly any loose leaf Chinese teas available yet in Sweden and the market is dominated by 2 large importers that mainly deal in mediocre bulk teas for super markets. "We often hear from tea lovers that many tea stores are selling the same teas, which isn't strange since all teas come from the same companies. Teasenz wants to fill in the gap and serve those that are looking for authentic Chinese teas," says Lin.

Regarding what stores are further on their agenda, Teasenz states that a German and Spanish store are also planned for opening during the end of 2016.

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