WANGLAOJI

A 188-year journey of internationalization and technological renovation

From humble beginnings as a local herbal tea shop in Guangzhou to a globally recognized symbol of China, Wanlaoji is promoting herbal tea culture in the world through preserving tradition and advancing technology.

Originating in southern China’s Guangdong province, herbal teas are infusions made from Chinese medicinal herbs. They are natural therapies that represent the essence of traditional Chinese medicine. First sold on the streets of Guangdong in 1828, Wanlaoji is now recognized by Guinness World Records as the oldest brand of Chinese herbal tea. Its herbal teas are popular in China and have become a symbol of China that is recognized around the world.

Collaborating with a Nobel Prize winner

The brand value of Wanlaoji is now evaluated to be around 108 billion RMB. In accordance with the strategic plan to promote the health industry by its mother company, Guangzhou Baiyunshan Pharmaceutical Holdings Co. Ltd, Wanlaoji led the charge in health products, realizing near double-digit revenue growth in 2015. Based on this excellent sales growth, sales for 2017 are estimated to reach 30 billion RMB.

The company has been making great strides in technological innovation. In collaboration with Ferid Murad, co-winner of the 1998 Nobel Prize in Physiology or Medicine, Wanlaoji has launched research projects on setting international standards for herbal teas. In 2014, the company pioneered the use of cutting-edge DNA barcoding technology for identifying herbal drink ingredients and it created DNA identities for the ingredients used in its herbal teas. Wanlaoji is also the first herbal tea company to participate in China’s 863 Program (a national high-tech research and development plan sponsored by the Chinese government); in this programme, it is systematically studying the health effects of herbal tea products.

Entering the global market

Wanlaoji’s journey of internationalization started in early nineteenth century. Now exporting to more than 50 countries and regions, Wanlaoji has footprints on five continents. On New Year’s Day in 2016, Wanglaoji made its debut at the New York Times Square, sending new year greetings to people around the world. Furthermore, to promote Chinese and herbal tea culture, the company plans to open 56 herbal tea museums around the world.

Consistent technological renovation over the last 188 years has enabled Wanlaoji to achieve excellence in its herbal teas. Through cultural promotion, the top Chinese herbal tea brand is leading the development of the industry in China and the world.

Contact

Website: brand.wljhealth.com

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