



SERENITY IS YOURS.

# BRAND AND PRODUCT PRESENTATION

RUECHA.COM



*Serenity is Yours*

## **ABOUT RUECHA**

“Ruecha” is a play on a romantic Thai word, “Rue,” which means [of] mythical [origins], and “Cha,” the Thai word for tea. Together, the myth of “Ruecha” was born.

Founded in late 2021, Ruecha, premium organic hemp tea, is meticulously crafted by Thailand’s leading researchers of the multi-beneficial hemp plant. Made from unique hemp strains with high CBD concentration developed specifically for Ruecha, the result is a delicate, flavorful, and genuinely Thai brew.

We hope while sipping a cup of Ruecha that you will taste the dedication of our passionate team, from the cultivation of the organic hemp leaves from our farm in Thailand to the individually hand-packaged tea in your hands.

SO SIMMER, SIP, AND FEEL THE SERENITY THAT IS RUECHA.



## Our Products



## OUR HEMP LEAVES ARE AT THE HEART OF OUR PRODUCTS.

Our hemp plants eat well, live well, and we are committed to continuous research and development.

### OUR FACILITY

is a state-of-the-art indoor facility that observes the highest standards in compliance with GAP (Good Agriculture Practices) and GMP (Good Manufacturing Practices).

- We offer rigorous environment management especially developed for our farm and research facility by Thailand's top cannabis researchers.
- We observe a quality management program that includes more than 100 steps.
- We implement strict industry practices from cultivating, harvesting, curing, trimming, and packaging.



### OUR LEAVES

are of the highest standards, which can only be produced in a facility of the same caliber.

- We use a premium strain developed by our researchers to maximize the taste and benefits of CBD.
- By observing strict hygiene procedures and a controlled indoor environment, our leaves are pest-free without pesticides.
- We ensure that our plants eat well by only feeding the highest quality organic, heavy metal free, and toxin-free nutrients.



## FROM OUR TREES TO YOUR CUP OF TEA

Sip and feel the dedication that goes into every step



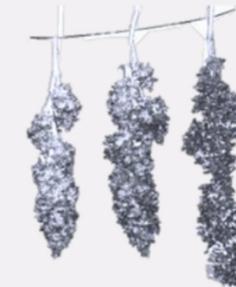
### TEA PLUCKING

The best leaves are handpicked and harvested at their peak.



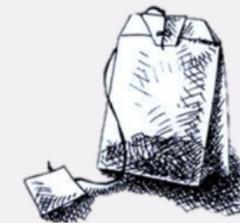
### WITHERING

A process using our state-of-the-art technology evaporates the water in the tea leaves, creating the beautiful dark green shade, irresistible scent and enhancing the taste of the tea.



### DRYING

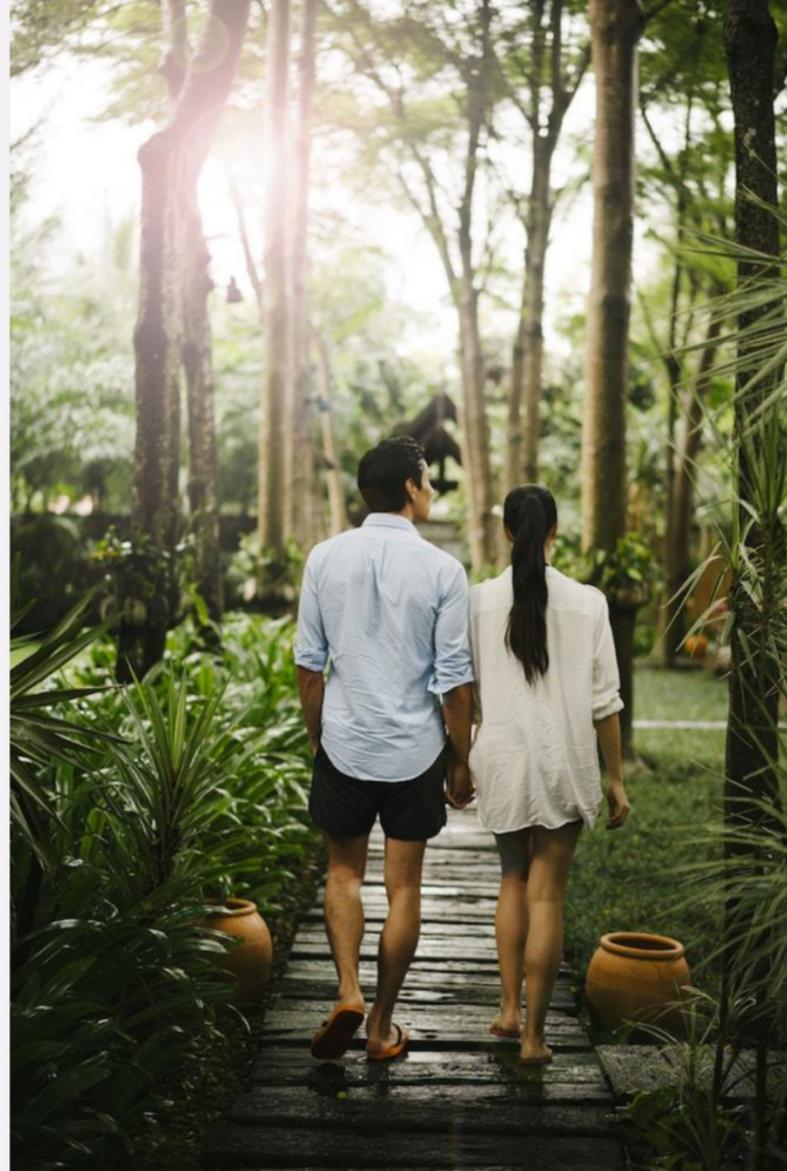
The tea leaves are then slowly dried to achieve the optimal moisture content to be naturally preserved for a long time. .



### SORTING AND PACKING

Finally, the tea leaves are once again meticulously sorted and then individually hand packaged for further distribution.

## PRODUCT PROPERTIES



### **Relaxation**

Feel the benefits of CBD. Sip, sit back, relax, and let the stress and anxiety melt away.

### **Health**

Achieve homeostasis which is a balanced state of internal, physical and chemical conditions which enables optimal well-being.

### **Enjoyment**

Taste the delicious brew – guaranteed to stimulate both your mind and appetite.



**Our Brand**

# BRAND CONCEPT

Logo



Tagline

“Serenity is yours”

Color Palette



WE ARE ...

SERENE

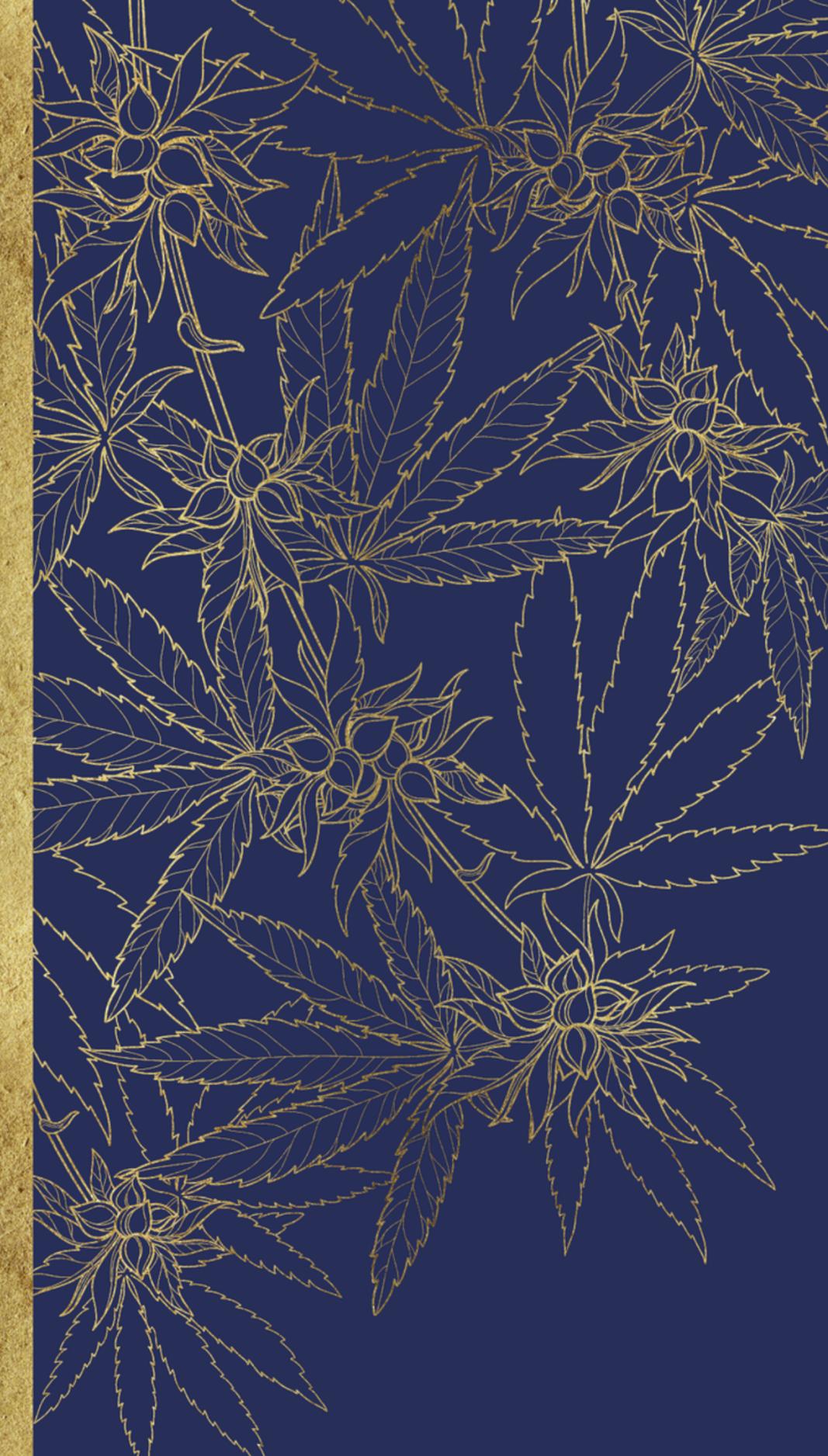
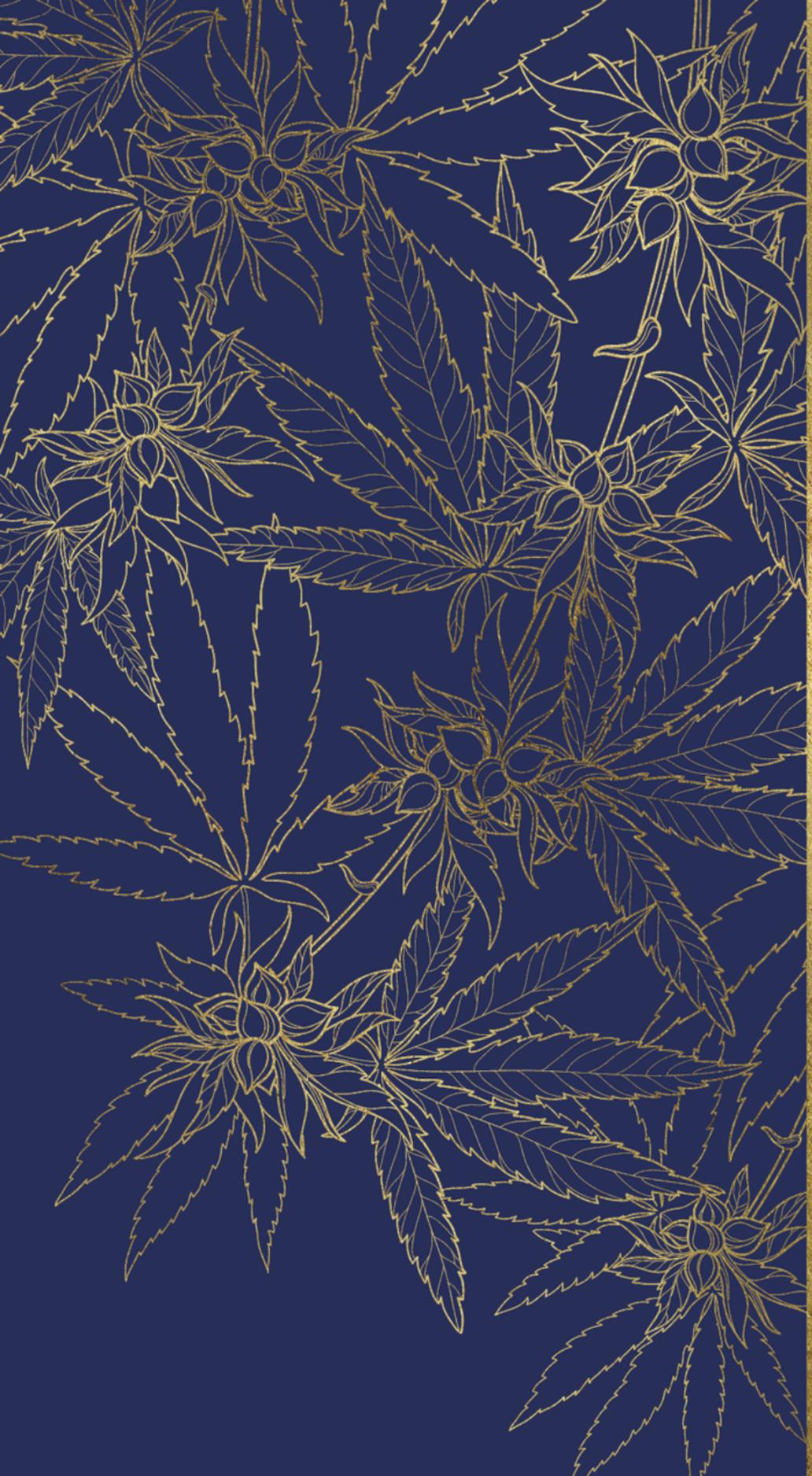
EXQUISITE

AUTHENTICALLY  
THAI



Mood board for brand image inspired by THAI LUXURY HOTELS and LUXURY WELLNESS JOURNEYS INTO NATURE.





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