

Impact Report

2024-2025



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CEO message

Katherine Swift
Founder & CEO, OMGTea

At **OMGTea**, we may be a small business, but we’re driven by a big purpose, to help people live healthier lives through the power of quality matcha—while building a more sustainable and inclusive future.

OMGTea began with a personal mission to support my mum’s health, which led to discovering the remarkable benefits of high-quality matcha. That experience inspired me to share this extraordinary green tea with others and build a company rooted in wellbeing, purpose, and care.



Every decision we make—from sourcing and packaging to shipping and marketing—is guided by our values. We are proud to offer only 100% organic matcha and are continuously exploring more sustainable practices across all areas of our business.

Growth is often seen as being at odds with sustainability, but we see it differently. For us, it's an opportunity to increase our positive impact—supporting wellness, deepening environmental commitments, and expanding our charitable efforts.

We know we're not perfect however, and sustainability comes with real challenges. That's why transparency and accountability are central to everything we do.

This Impact Report is a reflection of that journey—and a commitment to keep doing better.

Thank you for being part of it.





Our mission

At **OMGTea**, we believe matcha is more than just a drink; it's a source of wellness, connection, and purpose. We are committed to providing high-quality organic matcha products that support health and wellbeing.

Our mission goes beyond what's in the cup. We are equally dedicated to caring for our planet—embedding sustainability into every part of our business. As we grow, so does our commitment to building a values-led brand that puts people and the planet at the heart of everything we do.

**Together, we're creating a positive impact—
with authenticity, passion, and purpose.**



Value proposition

At **OMGTea**, our commitment goes beyond simply selling matcha; we are dedicated to fostering connections and improving wellbeing through this extraordinary tea.



Our year in numbers

32

New wholesale customers



OMGTea AAA+ Organic Matcha Green Tea was awarded a Gold Award at the Great British Food Awards

106.3

Total CO2e emissions



Highly Commended for the Soil Association's 2025 BOOM (best of organic market awards)



+60

Volunteering hours



01

Beach clean



* Including Hojicha Organic Roasted Matcha and a range of foodservice formats.

04

Launched new products



CEO graduated from Goldman Sachs 10K Small Businesses

Our year in numbers



£3.5k

Donated to charity

2

New hires

309

Participants in our matcha challenge

We Also...



Introduced sustainability measures into worker performance objectives.



We legally committed to the triple bottom line of people, planet and profit.



We began our B Corp journey.

Looking ahead

- Move to more sustainable warehouse.
- Continue to reduce shipments from Japan.
- Moving into new **OMGTea** office at B Corp certified office space.
- Introduce Bike to Work scheme by end of 2025.
- Minimum of 2 new hires.
- Increase volunteer hours to a minimum of 100 across the full team.
- Increase charitable donations by at least 20%.





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Our team — purpose



At **OMGTea**, our small but growing team is the heartbeat of everything we do. Together, we're not only building a brand—we're shaping a culture rooted in wellbeing and meaningful impact.

Over the past year, our team has doubled in size with the addition of two new hires, and we're excited to continue expanding in the months ahead.

This year, we'll be moving into our very own office at Projects Brighton, a certified B Corp. This marks an exciting new chapter for OMGTea. The space is designed with wellbeing in mind—complete with ergonomic chairs and desks—to support both comfort and productivity. While we may not have a long list of employee programs to share just yet, that's changing. As we grow, so does our commitment to building a workplace that supports, empowers, and uplifts our people.

Our team — purpose

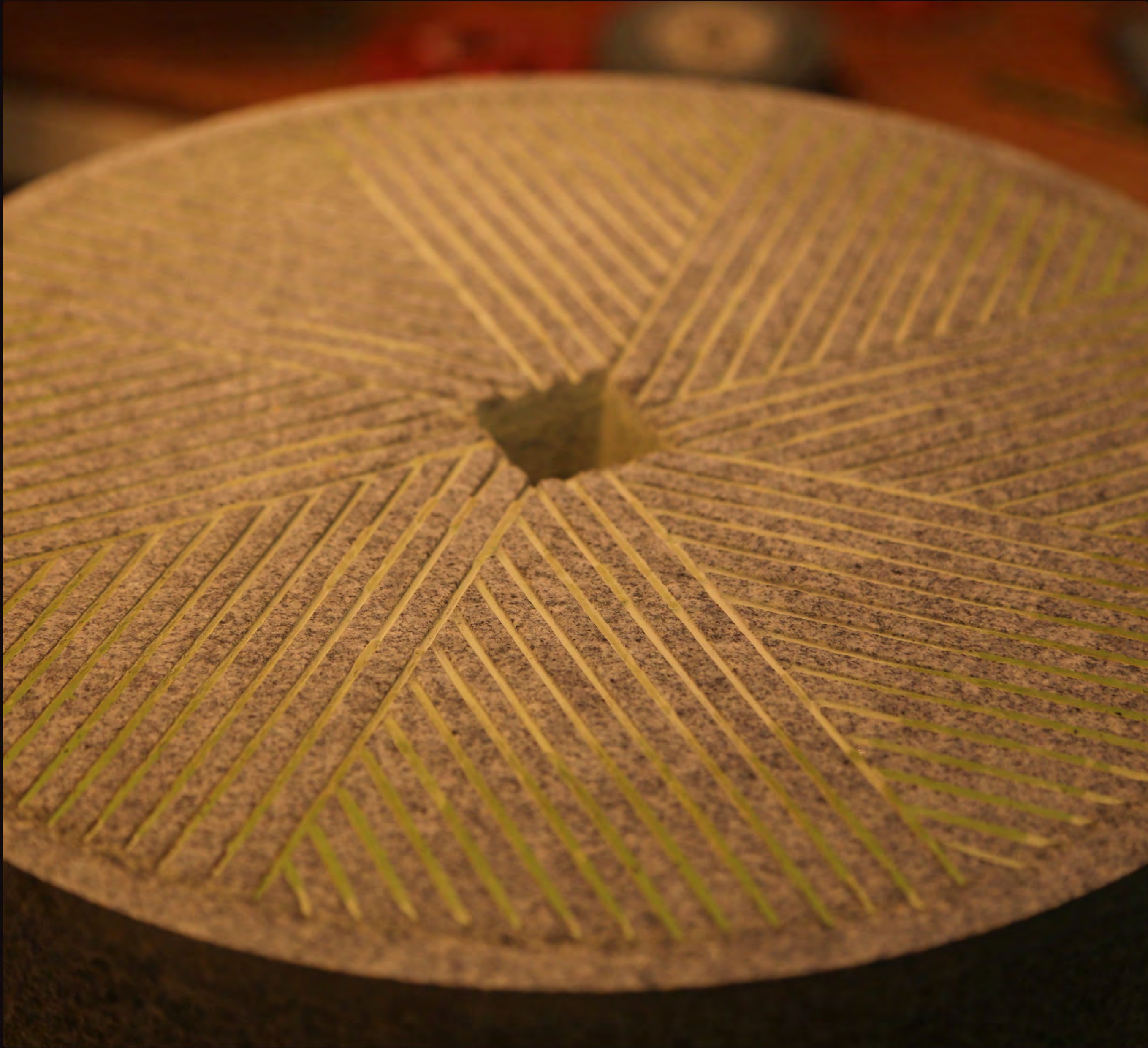
Reg Lloyd

Business Development Executive

Reg recently moved to Brighton in the last year. He used to swim competitively, obtaining many National, Regional and County titles/records and regularly hits the pool in the early mornings before starting work. Outside of the pool, he loves being out and about, whether that be ambling down the Brighton seafront or hiking the South Downs many scenic landscapes.

“Since joining the team, I have felt very much at home. I think being a small team makes us even stronger. Everyone brings unique strengths to the table, and the close-knit environment fosters genuine collaboration, support, and shared success.”





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Environmental mission

We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points.

We will encourage customers, suppliers and other stakeholders to do the same.

Extract from OMGTea Environmental Policy



Environmental mission



At **OMGTea**, environmental responsibility is not just a value—it's embedded in how we operate and grow. We are committed to reducing our environmental impact as an essential part of our business strategy. Sustainability is a guiding principle in every decision we make, and we regularly review our practices to identify opportunities for progress.

Our key change in the last year has been shifting to ordering matcha in larger container shipments. By consolidating our orders, we significantly reduce the frequency of deliveries, helping to lower our carbon footprint and improve overall efficiency. This approach not only minimises emissions but also supports better planning and less packaging waste.

Our aim is to inspire and collaborate with our customers, partners, and broader community to protect the planet—recognising that lasting impact comes through collective effort.

Sourcing the finest Matcha

At **OMGTea**, our dedication to quality and sustainability is at the heart of everything we do—beginning with the sourcing of our matcha. We are proudly certified organic by the Soil Association, and each year we carefully select only the highest-quality leaves from Kagoshima, Japan—a region celebrated for its innovation in organic tea farming and ideal growing conditions.

As part of the AIYA family—the world’s leading producer of matcha—we benefit from a heritage of craftsmanship and strong relationships with tea growers that date back to 1888. These long-standing partnerships ensure that our matcha is not only exceptional in quality but also ethically and sustainably produced.





Carbon journey

At **OMGTea**, we're at the very beginning of our carbon journey. And that's exactly where we need to be - asking questions, gathering data, and benchmarking our impact so we can build a better path forward.

This year we partnered with Green Small Business to certify our carbon accounting; to understand where we stand - from leaf to label - so we can make meaningful changes that last.

This is just the start, and we'll keep sharing our progress openly. Because sustainability isn't a destination - it's a conversation. And we want you with us every step of the way.



Goal 1. 106.2 tonnes of CO₂e across our scope 1, 2 and 3. This provides our benchmark to work with for future reporting.



Goal 2. 58.2% of our total emissions was through transportation of goods. This year saw OMGTea consolidate the shipping of products to begin to address our impact in this area.



Goal 3. 2025 sees OMG Tea provide staff access to the Cycle2Work scheme and salary sacrifice scheme.





Protecting our biodiversity

OMGTea is committed to marine biodiversity, sponsoring four kelp survey sites in 2024/2025 as part of the Sussex Kelp Recovery Project with Blue Marine Foundation and GreenTheUK. This is our third year of partnership, which provides ongoing support towards their valuable research in understanding the abundance and richness of species and the ecological impact of the Sussex Nearshore Trawling Byelaw supporting kelp recovery.

Kelp plays a powerful role in carbon sequestration. Some species can absorb twice as much carbon as rainforests, making kelp a critical ally in the fight against climate change.





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Deepening our roots in the community



At **OMGTea**, connecting with our community is at the heart of what we do. This year, we've deepened our involvement by actively participating in a growing number of events including wellness workshops, charity fundraisers and classes.

In the last year we have participated in:

O5

Matcha Masterclasses at our retail and foodservice partners.

O4

Matcha mornings, wellness classes, and special gatherings.

O1

Wellness Morning – with partners in skincare and pilates. Supporting The Hygiene Bank, donating all proceeds and collecting personal hygiene products.

O1

Matcha sampling day at Holland & Barrett Head Office – educating the team on the benefits of quality matcha.

Feedback about wellness morning charity fundraiser in aid of The Hygiene Bank.

“At **The Hygiene Bank**, we truly believe in the power of partnerships to drive awareness and action around hygiene poverty. It’s through meaningful partnerships and support from organisations like OMGTea that we’re able to engage new audiences, spark important conversations, and make real, tangible impact in local communities.”

Ruth Brock

CEO of The Hygiene Bank



Breast cancer support

Last October, **OMGTea** stood alongside other inspiring female-founded businesses from the Buy Women Built network in raising awareness and vital funds for breast cancer charities through the **#BeFearless** campaign.

This collaborative effort aimed to amplify the life-saving message that early detection saves lives and for many of the women behind this initiative, including OMGTea founder Katherine Swift, the mission was deeply personal.

As part of the campaign, OMGTea donated a total of **£1,000** to Boot Out Breast Cancer and The Healthy Life Foundation. These organisations do vital work supporting patients and research.



Beach clean



At **OMGTea**, sustainability and community are core to who we are—and that includes taking care of the beautiful environment right on our doorstep. With our office just minutes from Brighton Beach, keeping the area clean, safe, and enjoyable for everyone is something we're all deeply passionate about.

In April, our team rolled up their sleeves and headed to the shoreline for a beach clean, collecting 3 large bags of rubbish. This is just the beginning. We've committed to organising beach cleans 2 to 3 times a year as part of our ongoing efforts to support our community and the health of our coastline.



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Customer happiness

Hannah Griffiths
Operations Manager, OMGTea

It's inspiring to support customers who connect with OMGTea not only for our products but also for our shared mission. For me, it's more than just a cup of tea—it's about building lasting relationships with our customers who are just as committed to quality, health, and wellbeing as we are.

Maria Trapani
Food Buyer, Selfridges

Selfridges have been working with OMGTea for the last 4 years and the partnership has been one of our strongest within groceries. The brands values are aligned with the Selfridges mission to become more sustainable and bring the best in the market to the UK customer. They are a great team with a beautiful story, and we are proud to sell their product in our stores.

More transparency

More transparency for all. From 2025 we will present our customer feedback results to the company annually and publish them to our website, so we can share with you what we are doing well and of course, where we can improve.

Strong reviews across all online platforms — omgteas.co.uk



4.8 to 4.9



4.2 to 4.6



4.5 to 4.7



4.3 to 4.4



Consumer Reviews – sourced from omgteas.co.uk



I have tried other Matcha teas, this is far the best!! Best quality, best tasting.



Purest and most delicious matcha on the market.



Great service, speedy delivery and follow up email with information on the ethos of the company with their values. I'm impressed.



I love a comforting warm matcha or a refreshing cold matcha, either way OMG is my favourite matcha, it's smooth and easy to enjoy with milk or water.



OMGTea Green Gold Organic Matcha is the best I have ever bought. Always a great service. I am very satisfied.





Supporting health and wellbeing

At **OMGTea**, our commitment to health and wellbeing goes beyond our products. We're passionate about understanding the potential benefits of high-quality matcha and have proudly supported scientific research for three key studies to-date.

Breast Cancer Research

Researchers at the University of Salford explored the potential effects of matcha on breast cancer stem cells. While more research is needed, this early-stage study was very encouraging and opens the door for more research on how matcha and other natural compounds may support long term health and disease prevention.

Fat Oxidation and Metabolic Health

Two separate clinical studies, carried out at the University of Chichester and Acadia University, investigated the impact of matcha on fat oxidation. These studies contribute to a growing body of research into how quality matcha may support healthy weight management and metabolic function.

Our aim is to continue to support independent research projects to contribute to a deeper understanding of the health benefits of matcha.



The Matcha challenge

2025 was our 6th annual OMGTea Matcha Challenge and feedback from participants was consistently positive.



90%

Experienced
increased energy



86%

Reported
improved focus



90%

Saw improvements in
mood and general well-being



93%

Said that drinking matcha daily
encouraged healthier lifestyle choices

*results from 112 participants.

The Matcha challenge

These results affirm our belief that small, consistent habits—like drinking matcha—can spark a ripple effect of positive change.

Participants shared enthusiastic feedback, citing benefits such as "having the energy to keep going," avoiding the crashes of coffee, and feeling more motivated to make healthy decisions throughout the day. Other participants noted a "noticeable increase in focus and concentration."

As this annual challenge continues to grow, our aim is to continue to build a supportive community of wellness-minded individuals embracing long-term, positive change—one cup of matcha at a time.





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We hope you found the information in our Impact Report interesting.

If you have questions, feedback, or ideas for collaboration, we'd love to hear from you—please get in touch at hello@omgteas.co.uk



 omgtea.com    [@omgmatchatea](https://twitter.com/omgmatchatea)

