

Tea with a Tree Publishing

Tea with a Tree Trade Introduction



Welcome to Tea with a Tree (TWT)

Founded in 2025, we are a small publishing house with big ideas, embracing joy, authenticity, and alternative thinking.

Based in Glandwr, a small village in West Wales, we publish books and sell them on our website, in independent bookstores, galleries and alternative spaces that also love books.

We publish works by alternative thinkers and creatives who embody new ideas.

Our Ethos - A new way of doing things

We care deeply about accessibility, equity and placing human (and more than human) life at the centre of what we do. Our philosophy is to listen, see and value all. This way of thinking also extends to the natural world around us as we believe that humans are not separate from their environment.

We are a grassroots business and do not work like the big publishers. We choose not to follow the traditional routes for selling books where the margins are squeezed to the point of non-existence for the author and indeed ourselves.

We believe that niche books have something a little different to say and are prized for their different feel. We believe that they should have a place in the market and be seen and heard in the right places. This doesn't always happen within the traditional commercial route where creatives can be at a disadvantage.

We have decided to forge our own path rather than be controlled by the big boys. We prefer to grow organically in a friendly supportive environment where our authors and trade partners are valued and where everybody gets a fair share.

We call our book royalties Fair Shares as this is what we believe in. We pride ourselves on being transparent with fees and Fair Shares and have provided examples below. If there is anything you do not understand, please do ask.

This is how we do it.

The Printing

We work with a wonderful award-winning UK printer who has been carbon neutral for 20 years.

Our books are free from plastic and utilise quality recycled paper & cardstock. We do not laminate our pages or covers, preferring the natural feel of the paper and the patination that develops over time.

The Selling

This is where you as an independent bookstore, gallery or alternative space come in.

As mentioned earlier, we believe everyone in the process should receive a Fair Share for their work and no one person should bear all of the costs.

Books are offered to independent stores, galleries etc, such as yourselves, at a 30% trade discount. The remaining 70% that is paid to Tea with a Tree is then split between ourselves and the author at a 60:40 ratio in favour of the author. The chart below details this structure and demonstrates the equity enjoyed by all of our partners.

Example of TWT Fair Share split on a book that retails at £15.00 sold through an independent retailer.

Retailer purchases at a 30% discount	£10.50	This figure is then used to calculate author & TWT 60:40 Fair Share as seen below.	
Retailer Fair Share when selling book at full retail price	£4.50	(30% of full retail price)	
Author Fair Share	£6.30 (60% of retailer purchase price)	TWT Fair Share (40% of retailer purchase price)	£4.20
Minus printing cost (paid in advance by the author. Actual amount depends on the book specifications)	£2.50	Minus transaction Fees (fees vary so an average has been used for this example)	£1.20
Fair Share profit paid to author	£3.80	TWT Fair Share profit	£3.00

We have chosen not to offer a sale or return service or credit but focus on Fair Shares for everyone through actual sales. We see our stockists as partners in our equitable grassroots initiative.

The Marketing

Working with Tea with a Tree is a collaborative process where publicity and marketing are shared.

We offer the following to our stockists.

Easy ordering via our website using a trade code to receive your 30% discount when ordering 3 or more books. These do not need to be 3 copies of the same book and can be made up of the different offerings on our website.

Plastic free packaging for all orders.

Inclusion in our newsletter (The Brew). We promote our publications, authors, new sellers & events here. Currently this is sent out quarterly by email

Inclusion in our social media (Facebook & Instagram) promotion. We post about new books, authors, stockists and events. We encourage you to connect & collaborate with us

We will add your logo and a link to our website with our other stockists. As the number of our stockists increase, we plan to create a separate page that includes addresses and a short bio about the business.

Examples of [stockists logo](#) on the TWT website (please scroll to the bottom of the page).

We are happy to take requests for signings, events and workshops with our authors at your location and provide an introduction.

Going forward, we are looking at offering a recorded chat/podcast with our authors to promote each book. This maybe something that you wish to add to your own social media or website to promote the TWT books that you choose to stock.

In return we expect stockists to promote TWT books that they sell, in channels available to them, and offer reciprocal links on websites, social media etc.

What next

If the Tea with a Tree initiative excites you, and you would like to become one of our stockists, please complete this [short form](#) to register. Once accepted, we will send you your trade discount code and you can start ordering. It is as easy as that. We will also then request information from you and a copy of your logo for our website.

If you have any questions, we are happy to answer them via email or have a chat on Zoom, whichever is your preference.

We look forward to welcoming you as a friend of Tea with a Tree.

Contact

Email: teawithatreepublishing@gmail.com

www.teawithatree.co.uk

Instagram [@tea.with.a.tree.publishing](https://www.instagram.com/tea.with.a.tree.publishing)

Facebook [facebook.com/teawithatree](https://www.facebook.com/teawithatree)

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Sorry we don't use phones but are happy to arrange a zoom chat or meet face to face if you are local to us. Your Tea with a Tree point of contact will be either Gaia, Zen or Rowan.