Justin Tai, Wu Mountain Tea

From the teas.co.uk wiki

> **In short:** Wu Mountain Tea is a small US-based importer of single-mountain Chinese and Taiwanese oolongs with deep video coverage.

Last reviewed by the teas.co.uk team in January 2026.

Wu Mountain Tea is the channel for when you've outgrown beginner tea content and you want someone who actually knows what they're talking about. Run by Justin Tai, an American tea importer with deep Chinese tea roots, the YouTube channel is one of the most respected English language sources for serious oolong, pu erh, and Chinese tea education. Less comedy than Jesse's Tea House, more depth, Justin's videos are where you go when you're ready to take tea seriously without becoming insufferable about it.

This entry covers who Justin is, what makes Wu Mountain Tea different, what to watch first, and how the channel fits alongside the rest of the English language tea internet.

Who Justin Tai is

Justin Tai runs Wu Mountain Tea as a YouTube channel and a small batch Chinese tea importer based in the United States. The "Wu Mountain" reference is to the Wuyi Mountains in Fujian, the home of rock oolong (yancha), the tea family Justin is best known for buying, brewing, and explaining. He's been doing this for over a decade, has direct relationships with named producers in Wuyi and beyond, and his Chinese language skills are real rather than tourist level.

The Justin formula: pour a tea, describe what's actually happening in the cup, explain the leaf processing in detail, name the farmer where possible, give you the working version of why it costs what it does. The videos are quieter and more reflective than Jesse's, less travel vlog and more tea meditation. They reward patience.

Why the channel matters

Wu Mountain Tea is one of the few English language channels that treats Chinese tea with the seriousness Chinese tea deserves without lapsing into pretentious gatekeeping. Specifically:

- **Justin actually understands processing.** He'll explain why a particular Wuyi rock oolong tastes the way it does in terms of withering hours, oxidation percentages, charcoal roasting cycles. Most tea YouTubers can't.

- **The vocabulary is precise.** When he says "yan yun" (rock rhyme, the mineral character of Wuyi rock tea), he means exactly that and explains exactly why. No vague "earthy" hand waving.
- **He shows the difference between price tiers.** Same cultivar, same farmer, three different price tiers, what does the £30 cake taste like vs the £300 cake? Most reviewers won't compare; Justin will.
- **He admits when he doesn't know.** Tea has lots of unanswered questions. Justin acknowledges them rather than bluffing through.

What to watch first if you're new

- **Wuyi rock oolong (yancha) basics:** his core territory. The rock tea family is one of the more rewarding categories in Chinese tea, and Wu Mountain Tea is the best English language source on it. See our Da Hong Pao overview for the British retail version of this category.
- **Tea processing series** Justin walks through how green, oolong, and black tea actually get made. After watching, you'll never look at a packet of breakfast tea the same way again.
- **Cup by cup pu erh comparisons:** particularly aged sheng vs young sheng. Pu erh is a black hole of mystification; Justin pulls you out of it.
- **The "what's in your cabinet" series** Justin opens drawers full of tea and explains what's worth drinking. Useful for building a sensible Chinese tea cupboard.

How Wu Mountain Tea fits alongside the rest of the tea internet

If you're building a tea YouTube watchlist, our recommended trio is:

1. Jesse's Tea House, funny, beginner to intermediate, lots of farm visits and personality. Where you start.
2. **Wu Mountain Tea:** unhurried, technical, intermediate to advanced. Where you go when you're ready to take Chinese tea seriously.
3. Mei Leaf (Don Mei), UK based, polished, broad. Mainstream British face of premium Chinese tea.

The three together cover roughly the entire English language Chinese tea education internet. Watch all three for a year and you'll know more about Chinese tea than 99% of British tea drinkers.

Where Wu Mountain Tea fits with our catalogue

We aim to sell all tea, and we look forward to working with Justin and the Wu Mountain Tea team in the future. There's a natural overlap of audience: people who started with a strong British builders' brew and got curious about what's behind the curtain. If that's you, watch Justin's videos and then come back to read our oolong overview, our tieguanyin overview, and our silver needle entries. The leaves we stock will start to make a lot more sense, and you'll find our shop pairs nicely with what Justin teaches.

Where to find him (with our compliments)

Subscribe and shop direct:

- **YouTube:** youtube.com/@wumountaintea, the main channel, deep technical content on Chinese tea

- **Tea shop:** wumountaintea.com, small batch Wuyi rock oolong, pu erh, and Chinese specialty teas

Justin, if this turned up in a Google alert: respect for the depth and patience of your videos. We're British everyday tea retail, you're Chinese specialty deep end. The audience overlap is people who started somewhere mainstream and got curious; we cheer them on. Always happy to swap a sample if you're ever curious about the British retail end of things.

The take

Wu Mountain Tea isn't trying to be entertainment, and that's the point. The slow pacing is deliberate. The technical detail is real. If you watch his videos with a cup of tea in your hand, you'll learn more in 30 minutes than reading half the tea internet. The British retail equivalent would be a really good wine merchant who actually knows what they're selling, that quiet, deep authority that doesn't need to perform.

If you're someone who reads our Tea Wiki and feels like the writing respects your intelligence, you'll get on with Justin Tai. He works in the same register.

For the wider context see the Jesse's Tea House overview, the Don Mei / Mei Leaf overview, the oolong tea overview, the tieguanyin overview, the Da Hong Pao overview, the pu erh tea overview, the silver needle white overview, and the loose leaf brewing guide.

Wu Mountain Tea at a glance

Field	Detail
Best known for	Direct-sourced single-mountain Chinese and Taiwanese oolongs, on-location farm video
Tea categories most-covered	Wuyi yancha, Alishan high-mountain, Tieguanyin, dancong, dark oolongs
Style	Long-form video, cultivar comparisons, roast-level deep dives
UK relevance	Useful when moving past entry-level oolong into single-mountain and single-cultivar territory

Why he matters to a UK drinker

Most UK retailers sell "oolong" as one category, which is roughly as useful as selling "wine" as one category. Wu Mountain's video archive is one of the clearer English-language explainers of where the oolong family actually lives, what high-mountain Taiwan tastes like next to Wuyi rock, and why the same cultivar drinks differently across two roasts. A spare evening with the channel teaches more about oolong than a year of teabags.

The trade-off is volume: Wu Mountain's catalogue is small, the price is at the premium end, and the import path to the UK adds friction. The video education is free, and once the categories click, the same lessons apply to any UK specialist who carries comparable lots, including Mei Leaf, Rare Tea Company and the smaller independents.

What to taste alongside

Wu Mountain works mostly with high-mountain Taiwanese and Fujian oolongs. To taste the family, look for high-mountain oolong from Taiwan, Tieguanyin from Fujian, and Da Hong Pao rock oolong from the Wuyi range. Brew them in a porcelain gaiwan gongfu-style with multiple short infusions; the flavour transformation across the 5th, 6th and 7th brew is the lesson the category teaches.

The everyday teas in the same family: English Breakfast, Earl Grey, green tea, loose leaf tea, Darjeeling, oolong, and herbal tea. Browse the wider tea range; free UK shipping above £35, single bags upwards.

FROM THE CURATOR

teas · Per-cup price is the only price that matters. Loose leaf usually wins; supermarket bags sometimes do too.

More from the tea wiki

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