

台灣茶香-坪林鄉文化聚落

## 台灣茶香

## 坪林鄉茶文化聚落

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**群聚名稱：**  
台灣茶香-坪林鄉文化聚落

**行業別：**  
文化、運動及休閒服務業

**縣市別：**  
台北縣

**群聚參與家數：**  
10家

**主要營業項目：**  
農特產品販賣、文化休閒  
旅遊、餐飲及住宿服務。

**網址：**  
<http://pinglin-tea.hi178.com.tw/>

**e化成功工具：**  
網站建置

**輔導開運團：**  
國眾電腦(股)公司

**品**茗，以前叫做喝「老人茶」，顯見這種要等一壺水開了，還要講究功夫慢慢泡的飲品，只有生活悠閒的老人家，有時間坐下來，慢工出細活，好好品嚐。

隨著飲品開發，現在喝茶，就跟喝一般飲料沒兩樣，有街頭的泡沫紅茶攤，有食品公司開發的茶飲料，但是這些似乎讓人覺得，毫無喝茶文化；現在一群來自「茶的故鄉」——台北坪林的業者，不只要把茶的精緻便利化，還要把「找茶」這件事，透過網路，讓大眾輕輕鬆鬆就有好茶喝！

#### 位處山區氣候潮溼 坪林包種享譽全台

台灣茶葉，一向有「南烏龍，北包種」的美譽，包種茶，全台灣有七成來自台北坪林，說包種茶的故鄉就在坪林，一點不為過。

坪林鄉位於北宜公路的中間，為來往台北、宜蘭必經之道。坪林依山傍水，不論山產溪產都極為豐盛，但最為出名的就是本地所產製的文山包種茶。坪林位處崇山峻嶺之中，潮濕多雨，每年6月~10月降雨量最大，10月~1月降雨日數最多，沒有乾季，又符合夏季需要雨多的需求，濕度大，晨晚有濃霧，因此茶芽柔嫩適合茶樹生長的坪林，早年就有不少人種茶，加上鄉民看到茶葉帶來的經濟效益，原本還兼種點稻米或其他農作物的坪林人，幾乎全部改種茶。一心兩葉摘採下的茶葉，成了熠熠發亮的黃金，坪林人一年的生活作息更是離不開茶事。

#### 坪林經濟命脈 產銷包種茶製品

包種茶的產製和銷售，近百年來已成為坪林鄉最重要的經濟來源，境內茶園面積近1000公頃，目前鄉民百分之八十以上為茶農，全年收益約五億元。坪林的包種茶是一種香氣

# Taiwan Tea Industry- Pinglin Tea Village

## e-Community Profile

**Community Name:**

Taiwan Tea Industry-Pinglin Tea Village

**Business Category:**

Culture, Sports and Leisure

**Location:**

Taipei County

**Number of Community Members:**

10

**Major Business Items:**

Farm Produce, Tourism, Restaurant, Hostel ◦

**Website:**

<http://pinglin-tea.hi178.com.tw/>

**e-Business Instrument:**

common community website

**Assisting Team:**

LEO Systems Inc

**Located in Mountainous Areas and Benefited by Proper Humidity, Pinglin Produces Paochung Tea, Known to Everyone in Taiwan**

In the past, people drank tea for pleasure. They did it as a leisure activity and with critical appreciation of the tea's taste and quality. So drinking tea during the old days was always an activity limited to senior citizens, who had the leisure time to enjoy it. Now, in modern-day Taiwan, the way people drink tea has completely changed with the introduction of instant tea. Drinking tea these days is no different from drinking any ordinary beverage, and many feel that the ancient Chinese culture of tea drinking has disappeared from Taiwan. Fortunately, a group of tea planters from Taiwan's famous "tea village"-Pinglin-is now trying to make a difference, to the benefit of tea drinkers. They have not only refined tea processing techniques and made tea brewing more convenient, but they have also changed their marketing approach, and are taking advantage of the power of the Internet. By doing so, they want to make it much easier for tea drinkers to choose and buy quality tea without having to take the trouble to travel to their town.

Taiwan produces two main kinds of tea: oolong tea, which is grown in the south, and Paochung tea from the north. About 70 percent of the Paochung tea drunk in Taiwan comes from Pinglin. So it's no exaggeration to say that Pinglin is the capital of Paochung tea.

Pinglin is located halfway between Taipei City and I-lan



坪林鄉店家，受北宜高速公路開通影響，苦無觀光客前往消費。

特別幽雅而飄逸的清茶，茶湯成蜜綠、金黃色，這種高香味的茶，貴在開湯後香氣特別濃郁。飲用時，茶湯入口，先有一種幽雅敏銳的蘭桂花香經由口腔而透出鼻腔，使人滿口芬馥，神清氣爽；特別是用山泉水泡出的文山茶，更是滋味獨特，口齒留香，為民衆最喜愛的茶葉。過去文山茶曾外銷中南半島，現在以泰、港、美、日的華僑為主要銷售對象。

循著9號省道，也就是北宜公路就可直抵坪林。進入坪林最醒目的招牌，就是坪林鄉形象商圈的牌樓，道路兩旁商店林立，販賣的全是與茶有關的產品，像是具有獨特包種茶香的各式茶糖，餐廳各自研發出來特製茶餐等等，真不愧為是文山包種茶的家鄉。坪林鄉除了茶葉這項獨具特色的「招牌產品」，位居山間的地理位置，更具有發展觀光活動之豐富資源與潛力。直到北宜高的開通，一切優勢瞬間改變。

### 北宜高速公路通車 坪林茶鄉衝擊大

今（95）年7月，歷時13年的「北宜高速公路」正式開通啓用，大幅縮短台北、宜蘭之間的行車距離，同時也改變了過去兩地民衆與遊客的休閒動線。昔日兩地主要的交通幹線：濱海公

路、北宜公路的車流量也頓時下降將近一半；以北宜公路為例，坪林過去曾是往來台北、宜蘭兩地的主要中繼站，而往來觀光客也成為坪林鄉重要收入來源。但北宜高速公路的開通造成強大的磁吸效應，加上開通之際適逢宜蘭觀光大事，「國際童玩節」開幕，也因此造成的影響更是加倍。

觀光車潮直接開往宜蘭，再繼續前進到花蓮，使得中繼站的坪林吸引不了觀光客，觀光收益驟降至少一半，交通因素對坪林觀光發展的窒礙更加

明顯。對坪林地區的觀光業者而言，雪山隧道的開通確實使他們手足無措，驟降的觀光收入，甚至使部分業者因此關門大吉，在經濟不景氣的影響，加上交通的衝擊，還有市場開放的競爭，坪林包種茶的業者正共同努力走出新方向。

### 延續傳統融合創意 突破困境不二法門

「坪林茶莊」擁有50年的歷史，已經傳到第5代，早期是作輸往越南的大批生意，並設店在老街，後來遷移到現在的水柳腳路42號，楊超銘是現任的負責人，他本身除了專業經營茶莊外，也很熱心坪林的文史工作，更積極投入當地的導覽工作。走入店內，就可以看到各種精心研發的限量或是特殊產品，如1.5兩就要500元的50年老茶，還有40年的老茶..等，都是他們在整理地下室時挖到的寶，喝起來很溫和順口，因為數量很少，賣完就沒有了。

「坪林茶莊」還讓喝茶有了新創意！誰說茶一定要用熱水才能泡！「坪林茶莊」老闆楊超銘研發出了「冷泡茶」，口感較甘甜，因茶葉在冷水中時，茶葉中苦味來源的單寧酸、咖啡因則較不易溶出，喝了不會影響睡眠，且單包外出攜帶十分方便，很適合忙碌的現代人使用。茶葉中有很多

County along the newly completed freeway that links the latter two places. The town, in the middle of steep mountains with humid climates and ample rainfall, is suitable for growing tea. Eighty percent of the local people are tea farmers, growing about 1,000 hectares of tea plants. Pinglin tea is exported to Hong Kong, Japan and the United States, in addition to sales to local drinkers. So it can be said that tea is the lifeblood of this town. Tea leaves are plucked from shoots that each consist of two leaves and a bud, and are like glittering gold to local farmers. Paochung tea, displaying a golden color after being brewed, has a flavor reminiscent of orchid and sweet osmanthus.

### **Fifty-Year-Old Tea Blends Tradition and Creation**

One of the oldest tea growers and sellers in town is the Pinglin Tea Shop, which has a 50 year history. The current proprietor of the shop is Yang Chao-ming, the fifth generation of the Yang family. His steady devotion to the improvement of the quality and flavor of the tea he grows has achieved many profitable results. Stepping inside his shop, one can see various specialty teas exhibited in its windows, some of which are quite expensive and sold in limited quantities. Take one variety of tea that is 50 years old, and sells for NT\$500 per 1.5 taels (a tael equals 37.5 grams.). People who want to buy this specialty tea can presumably expect to be supplied with only a limited amount.

Traditionally, tea is brewed by pouring boiling water or hot water over it. Yet Yang Chao-ming of the Pinglin Tea Shop has come up with a new method of brewing tea using cold water. He calls it "Cold Tea." His "Cold Tea" tastes sweet; he explains why. "When tea is brewed with cold water, the bitter chemical compounds like caffeine and the acid contained in tea do not dissolve, as they do in boiling or hot water. Because of this, people need not worry that drinking 'Cold Tea' will affect sleep," Yang says.

### **Growers Turn to the Internet to Attract Tea Drinkers**

Despite its reputation for growing high-quality tea, the town of Pinglin is now suffering a crisis of lost customers brought about mainly by a side effect of the opening of the Hsuehshan Tunnel in mid-2006. As a result, travel time between Taipei City and I-lan County has been reduced to a mere 30 minutes from two hours. This means that fewer motorists and travelers now stop over in Pinglin as they used to do. Villagers say that the number of tourist arrivals usually reached 10,000 per day before the opening of the tunnel. Now that figure has been reduced to about 1,000 per day. The steep drop in tourist arrivals hit the town's tea business badly.

To overcome the crisis, tea farmers in the town now want to step up publicity to win back customers, by turning to e-commerce. Yet this is something easier said than done.

Most tea growers are of an advanced age and are unwilling to accept new things, such as seeking to promote and sell products on the Internet. Some were indeed willing to give it a try, but they soon gave up because they had difficulty learning how to make it work.

營養成分，例如維生素C、E等成分會因為高溫沖泡流失，且其中的咖啡因也會因為低溫沖泡減少釋出，喝多了也不會影響到睡眠，所以「坪林茶莊」推出「冷泡茶」後受到很多人的喜愛。另外，將宜蘭養生果醋加入40年老茶，創造獨特的「養生果醋老茶」，老茶與果醋互補其短，不少前往茶莊的客人都指名要喝這項飲品。

### 群聚E化擴通路 網路行銷新方向

這麼顛覆傳統的品茗方式，卻可能因為缺少傳播管道，漸漸被時代淘汰，再加上雪山隧道開通，交通中繼點的優勢也消失，包種茶的故鄉正面臨轉型危機！這樣具有地方特色的產業，正是政府E化所要強力輔導的對象，於是建立數位化的群聚就成了坪林鄉發展的新方向。

坪林茶莊老闆娘林素華：「網路行銷是一種趨勢，幾乎所有人都用得到，因為消費者會上網搜尋，如果我們有自己網站的話，就會有機會被找到！」。坪林商圈的成員在北宜高通車，才開始驚覺，要用網路開擴新行銷通路的迫切性。

北宜高速公路通車後，商圈的發展面臨危機，根據統計，在雪隧通車之前，每天停留在坪林地區的遊客超過一萬人，現在驟降至不到一千人，「以前每到假日商店街人聲鼎沸，現在卻是冷清清的，差別非常大…」，坪林茶莊老闆娘深刻的感受。

就在坪林鄉業者苦無對策時，因為經濟部正在推廣「縮減產業數位落差計畫」，於是國眾電腦開運團主動聯絡坪林鄉業者要建置群聚的構想。這個計畫的精神，主要是透過中小企業數位化開運團，提供各項寬頻與電子商務的運用與輔導，協助中小企業利用網路媒介和資訊科技產品爭取新商機，以縮減台灣整體數位落差的差距。

雖然說E化能為坪林開擴新商機，但E化推展的過程卻困難重重，因為以前太旺了，根本不需要做什麼廣告和行銷，現在突然跌到谷底，坪林很多商家的心態卻還沒調整。而由於坪林鄉茶聚落的

經營者大都上了年紀，要教會他們架設並且管理網站，挑戰性的確很高。跨越「數位落差」的門檻的確不容易，但群聚成員裡頭，還是有人孜孜不倦，像『井茶焗』的老闆，也是年紀一大把，剛開始都說，要他用網路是不可能啦！結果開運團一步一步帶，他現在還不是能自己上網貼照片、更新網站，其實只要有心，天下根本無難事。

### 區域整合好處多 成本降低效率高

「坪林鄉茶文化聚落」的成立，其實就是希望帶動坪林商圈成員來參與，進而帶動整個社區的發展；所以坪林茶業商圈的成員都認為，特別需要強化商圈的特色，並透過商圈成員的合作，來推出具有優惠及吸引力的套裝方案，結合自然景觀、人文導覽，認識人文歷史，同時還能品嚐坪林文山包種茶。由於坪林商圈的成員都有共同的認知，在建構共通網路行銷及商圈入口平台方面，很快就趕上E化的腳步。

其實希望坪林的商圈E化，也是許多曾到訪遊客的共同心聲，「來這玩的遊客都會說，你們有沒有網站，因為他們希望回家後，還能上網買我們的茶葉」，坪林茶莊負責人楊文從說到E化的好處，在群聚網站上，不但可以圖文並茂的說明商品的特性，還可以節省很多廣告費用，不像以前印DM既花錢、回收率又不高，透過網路發送促銷訊息，可以說既環保又有效率。

### 線上購買減化流程 網路開店最終願景

一般來說，單一企業建立的網站，其實很難建立知名度。但是結合坪林在地企業，共同發展出具地方及產業特色的共同入口，比較可以吸引注意，而且容易建立知名度。群聚建置後，網頁整體流量可說逐日增加，半年內可望突破30,000人次；群聚成員的訪客數，平均每個月都有300人次，數位化的效益正逐步增加中。而以「坪林

Just as they were at a loss about what to do, the Small Business Department of the Ministry of Economic Affairs came to the rescue. The department has been conducting a drive, called "Bridging the Digital Divide of the SME Project", to help small-sized companies to modernize their operations by engaging in electronic commerce. The campaign has the participation of many private computer and other high-tech companies, which take part as volunteers to render technical assistance to firms wanting to do business on the Net. The firm that has been assisting Pinglin tea farmers is Leo Systems, a major computer vendor in Taiwan. Leo not only helps the tea growers with their planning, but also advises them on broadband and e-commerce technologies.

**Combining Townspeople Together in a Concerted Effort to Promote and Conduct e-Commerce, an Approach That Can Reduce Costs and Increase Efficiency**

It was this concept that gave birth to the "Pinglin Town Tea Culture Cooperative." The purpose of the body is to unite all tea growers together to work for the revival of the local tea business. Two steps are being taken: one is to set up a common Internet marketing scheme and a Net portal, the latter of which will provide tea buyers with easy access to various Pinglin suppliers. The other effort is to come up with attractive incentives to encourage purchases. As a further effort, the tea farmers plan to help promote the local tourism industry by rehabilitating the town's historical monuments and natural scenic spots. The idea is that when more tourists come to visit a tea-growing town, they will naturally want to buy the native produce for their own use or as gifts.



The idea is that when more tourists come to visit a tea-growing town, they will naturally want to buy the native produce for their own use or as gifts.

The e-commerce project launched by the town is already having an effect. More and more people are visiting the common Net portal. Yang Chao-ming says he expects Net user visits to reach 30,000 within the next six months. He attributes the fast increase in such visits to the policy of

establishing a joint portal for local tea shops. This policy is indeed a wise one. The attraction to Net surfers of a joint portal is far greater than a website established by a single company, because once a visitor enters the web gateway, he will be able to find all Pinglin tea suppliers, rather than just one single seller as in the latter case.

One more advantage that electronic commerce brings to the tea shops, and to the buyers as well, is a simplification of the purchase process. Now that the Pinglin suppliers can be reached through the Net, buyers can choose any kind of tea they like and then place orders via the Net or by fax or phone.

茶聚落」為共同的入口，對於在搜尋引擎的排名也很有幫助，成員愈用心經營自己的網頁，對於群聚更可創造加倍的效果。

坪林鄉茶文化聚落建立後，對坪林鄉茶產業最大的幫助，在於簡化購買流程；消費者可以在網路上先挑選最合自己品味的茶葉，然後透過傳真或電話訂購，大大省去店家在行銷上的手續。當然目前聚落都在起步階段，降底行銷費用、縮短購買流程只是開始，聚落成員就提到，茶葉畢竟還是一種嗜好性產品，如何開擴新的客群，提高年輕世代對茶葉的接受度，才是數位化下個階段最重要課題。

「未來還要發展網路下單，宅配到府的服務，實現網路開店的願景；畢竟E化這種事無法立竿見影，還有許多地方要突破。」坪林茶莊負責人楊文從感嘆地說，「這也算是為坪林茶葉找一條新出路，先由群聚出發在網路上形成一個點，然後和其他茶香聚落串成線，最後構成一個面，看能不能形成風潮，為傳統茶產業引領一條活路。」

### 頭家經營 小秘笈

因為「縮減產業數位落差計畫」而整合坪林商圈成員力量，在商圈發展出現危機的情況下，透

過坪林茶聚落聯合入口平台，加上業者間的合作，來突顯商圈特色，藉此帶動更多主動前來的遊客之營運模式，並透過群聚合作推出結合旅遊、美食與茶文化學習之超值套裝方案，進一步主動開拓團體客群的旅遊市場。而業者本身不斷地發揮創意，開發受消費者歡迎的產品，例如坪林茶莊的冷泡茶或養生果醋老茶等，也是坪林茶業者值得學習之處。傳統產業只要融入新元素不斷創新，不論是e化，或是產品與文化特色的與時俱進，都將是讓傳統產業活出生命的經營秘笈。

### 開運團 輔導心得

E化是幫傳統產業增加競爭力，絕對是長期的工作，成效不可能一蹴可幾，絕對需要時間去成就，將坪林的茶香文化推上網路，就是希望增加曝光的機會，在數位化的時代，產業沒有和網路結合，等於失去一半的競爭力。國眾電腦開運團希望能將坪林打造成一個茶香聚落，讓來觀光的遊客不只能喝到好茶，還可以親自己種茶、做茶，然後吃著精緻茶點、認識坪林鄉的歷史。將沒落的坪林鄉帶向數位化，為傳統產業貢獻心力，唯有從紮根的工作開始，才有可能將坪林鄉，藉由網際網路的無遠弗屆，推向全世界。

### 台灣茶香-坪林鄉文化聚落成員

群聚成員	企業網址
坪林茶莊	<a href="http://pinlin-tea.leonetwork.com.tw/">http://pinlin-tea.leonetwork.com.tw/</a>
山畝茶棧	<a href="http://samtea.leonetwork.com.tw/">http://samtea.leonetwork.com.tw/</a>
井茶焗茶園	<a href="http://policetea.leonetwork.com.tw/">http://policetea.leonetwork.com.tw/</a>
文平茶莊	<a href="http://wenping.leonetwork.com.tw/">http://wenping.leonetwork.com.tw/</a>
十方茶舍	<a href="http://shih-fang.leonetwork.com.tw/">http://shih-fang.leonetwork.com.tw/</a>
茶鄉園企業有限公司	<a href="http://tea-garden.leonetwork.com.tw/">http://tea-garden.leonetwork.com.tw/</a>
祥泰茶業有限公司	<a href="http://shiangtai.leonetwork.com.tw/">http://shiangtai.leonetwork.com.tw/</a>
祥順茶行	<a href="http://xiangshun.leonetwork.com.tw/">http://xiangshun.leonetwork.com.tw/</a>
嘉興茶莊	<a href="http://jia-sing.leonetwork.com.tw/">http://jia-sing.leonetwork.com.tw/</a>
德志茶園	<a href="http://dezhi.leonetwork.com.tw/">http://dezhi.leonetwork.com.tw/</a>

And they can do all this right from their own homes, no longer having to take the trouble of going to Pinglin.

### Some Recipes for Reviving a Traditional Industry—the Tea Business

Aided by the Economics Ministry–sponsored "Bridging the Digital Divide of the SME Project", Pinglin tea farmers are acting to revive a sales slump and win back buyers. The main part of this effort is to switch to e-commerce and create a joint Net portal or an electronic gateway for the tea suppliers of the town. By doing so, growers hope to bring themselves closer to consumers. At the same time, they will continue to develop new products to stimulate sales.

Another initiative is to lure more visitors to the town by promoting various tourist-attracting programs. A campaign will be launched to invite group visitors to Pinglin. Tourists will be invited to appreciate local cuisine and study the tea ceremony. Industry leaders believe that if operators are willing to embrace new ideas or new technologies, even traditional industries such as theirs can have a chance to regain vigor and resume growth, given time.

### Comments by E-Commerce Advisers

Turning to e-commerce is a necessary step in helping traditional industries to increase competitiveness. It is a long-term task, and takes time to achieve results. One major goal of helping the Pinglin town tea growers to move onto the Internet is to create a valuable opportunity for them to expose their products to the vast Internet public. In this digital age, any company that fails or is unwilling to take advantage of the Internet will be left behind. Leo Systems' plan for Pinglin is to turn the town into a more interesting place. Tourists visiting Pinglin will not just drink good tea; they will also be invited to plant tea, attend a tea ceremony and eat fine tea snacks, as well as learn about the town's history. Overall, Leo Systems hopes to help revive a declining Pinglin town and help it to go digital.

### Taiwan Tea Industry–Pinglin Tea Culture and its Members

Member	Website
Pinglin Tea Village	<a href="http://pinlin-tea.leonetwork.com.tw/">http://pinlin-tea.leonetwork.com.tw/</a>
Shanmu Tea Inn	<a href="http://samtea.leonetwork.com.tw/">http://samtea.leonetwork.com.tw/</a>
Ching Tea Garden	<a href="http://policetea.leonetwork.com.tw/">http://policetea.leonetwork.com.tw/</a>
Wenping Tea Village	<a href="http://wenping.leonetwork.com.tw/">http://wenping.leonetwork.com.tw/</a>
Shihfen Tea House	<a href="http://shih-fang.leonetwork.com.tw/">http://shih-fang.leonetwork.com.tw/</a>
Tea Garden Co.	<a href="http://tea-garden.leonetwork.com.tw/">http://tea-garden.leonetwork.com.tw/</a>
Hsiangtaiyeh Tea Co.	<a href="http://shiangtai.leonetwork.com.tw/">http://shiangtai.leonetwork.com.tw/</a>
Hsiangshun Tea Shop	<a href="http://xiangshun.leonetwork.com.tw/">http://xiangshun.leonetwork.com.tw/</a>
Chiahsing Tea Village	<a href="http://jia-sing.leonetwork.com.tw/">http://jia-sing.leonetwork.com.tw/</a>
Tehchih Tea Garden	<a href="http://dezhi.leonetwork.com.tw/">http://dezhi.leonetwork.com.tw/</a>