

Development, Branding, and Marketing Strategy of Mulberry Leaf Tea Products in Food Technology

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Annotation: This paper explores the development, branding, and marketing strategy of mulberry leaf tea as an innovative food technology product. Mulberry leaves are rich in bioactive compounds, antioxidants, and natural flavors that make them suitable for functional tea production. The study reviews technological processes for producing high-quality mulberry leaf tea and outlines effective branding and marketing approaches for increasing its global competitiveness. The integration of food technology and strategic marketing offers opportunities to enhance the commercial potential of mulberry-based tea products. This conceptual study provides an overview of the technological parameters, product differentiation, and market positioning strategies necessary for successful commercialization of mulberry leaf tea.

Keywords: Mulberry leaf tea; food technology; branding; marketing strategy; product development; antioxidant activity.

1. Introduction. In recent years, there has been an increasing global interest in functional beverages derived from natural plant materials. Mulberry leaf tea (*Morus alba* L.) has emerged as a promising product due to its health-promoting properties, including antioxidant, anti-inflammatory, and hypoglycemic effects. From a food technology perspective, the production of mulberry leaf tea requires precise control over drying, fermentation, and packaging processes to preserve its nutritional and sensory qualities. At the same time, successful branding and marketing strategies are essential to promote the product's uniqueness and appeal to health-conscious consumers. This paper aims to analyze the technological aspects of mulberry leaf tea production, as well as strategies for effective branding and market development.

2. Materials and Methods. This research is based on a conceptual framework combining technological and marketing analysis. Secondary data were collected from scientific publications, market research reports, and case studies on tea product commercialization. The analysis focuses on three aspects: (1) technological development in mulberry leaf processing; (2) product branding strategies in the functional tea sector; and (3) marketing approaches for introducing mulberry leaf tea to domestic and international markets. The study also examines consumer behavior patterns and product acceptance through a review of relevant literature and empirical findings from previous studies.

3. Results and Discussion. The development of mulberry leaf tea involves multiple stages of technological optimization. The key processes include leaf selection, washing, enzymatic treatment, drying, and controlled fermentation. Research indicates that low-temperature drying (45–55°C) preserves polyphenols and chlorophyll, which contribute to antioxidant activity and color stability. In contrast, excessive heat may degrade bioactive compounds and alter flavor profiles. Fermentation time also plays a critical role in aroma development, with mild oxidation producing a smoother and more appealing taste.

From a branding perspective, mulberry leaf tea's identity should emphasize its natural origin, health benefits, and cultural heritage. Effective branding incorporates visual design elements (packaging, logo, color palette) that convey freshness, purity, and eco-friendliness. The story behind the product—such as sustainable cultivation, traditional drying methods, and local community engagement—adds authenticity to the brand image. Consumers increasingly value transparency, which means brands should highlight nutritional content, antioxidant capacity, and absence of artificial additives.

Marketing strategies for mulberry leaf tea should focus on niche health and wellness markets. The rise of online retail platforms provides opportunities for small producers to reach global audiences. Digital marketing tools, such as social media campaigns, influencer collaborations, and content marketing, can effectively raise awareness and build trust. Furthermore, certification labels (organic, fair trade, halal) enhance credibility and market penetration. Incorporating scientific evidence of mulberry leaf tea's health benefits—such as improved metabolism, reduced blood sugar levels, and antioxidant potential—can strengthen product differentiation in competitive markets.

Collaboration between food technologists and marketing professionals is vital to ensure consistency between product quality and brand promise. Innovations in processing (e.g., encapsulation of bioactive components, biodegradable packaging) may increase product shelf life and environmental appeal. Finally, integrating consumer feedback into product development cycles enables continuous improvement and sustained market growth.

4. Conclusion. The development and marketing of mulberry leaf tea products represent a promising area within food technology and functional beverage industries. By optimizing technological processes such as drying and fermentation, manufacturers can preserve the tea's antioxidant activity and sensory quality. Strategic branding and marketing efforts that emphasize natural ingredients, sustainability, and scientific credibility are crucial for commercial success. The synergy between technological innovation and marketing creativity offers new possibilities

for positioning mulberry leaf tea as a competitive, health-promoting beverage in the global market.

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