

## NUMI ORGANIC TEA'S BRAND REFRESH

*Thinking outside and inside the box*

In January 2011, Numi Organic Tea launched a brand refresh to better showcase its unique product line. Through full-color photography and artistry in its design, Numi's new packaging communicates the superior taste and quality of Numi Organic Teas, which contain real fruits, flowers, and spices rather than perfumes or flavorings used in most competitive products. Using a new way to communicate the same beloved teas and tea blends that the company has produced for more than a decade, Numi's unique artistry helps transport the tea drinker into a world of exploration and transformation.

### CELEBRATING PEOPLE, PLANET AND PURE TEA

#### PEOPLE

Numi Organic Tea sources its teas and ingredients directly from fair labor gardens that pay farmers and workers fair wages that allow their families to thrive. Over half of Numi's teas (14 of 24 product SKUs) are sourced from Fair Trade Certified gardens, which empower tea growers to invest Fair Trade premiums back into their communities. Fair Trade premiums earned on tea gardens have helped procure and develop new roads, cooking stoves, mosquito nets, schools, college scholarships, maternity benefits, onsite medical staff and life insurance for farming families.

#### PLANET

Numi Organic Tea is committed to minimizing impact on the planet through thoughtful choices in sourcing, production and packaging. Numi Organic Tea sources organic teas and herbs, which helps protect the health of farmers, the consumer and the planet. Numi Organic Tea uses natural, biodegradable, filter-paper tea bags, rather than GMO corn or plastic "silky" tea sachets. Numi's tea boxes are made of 85% post-consumer waste, printed with soy-based inks and without unneeded shrink-wrap. Numi Organic Tea partners with programs that lower and offset carbon emissions, including a solar-powered production facility.

#### PURE TEA

Numi Organic Tea blends premium, organic teas and herbs with 100 percent real fruits, flowers and spices. By using real ingredients and not bitter-tasting tea dust or fannings, it is not necessary to mask poor quality tea with "natural" flavorings, oils or fragrances. Numi Organic Tea has utilized the alchemy of careful blending to produce an award-winning product line. Numi Organic Tea lets Nature speak for itself.

#### NUMI MISSION

Numi's mission is to be the most innovative tea company in the world dedicated to quality, sustainable values and a commitment to community.

#### NUMI VISION

Numi's vision is to inspire well-being of mind, body and spirit through the simple art of tea. Numi elevates the tea experience through innovation and quality, as well as a commitment to the environment and our global community. Numi hopes to educate and influence others to make a difference in their contribution to society. Numi is an organization that celebrates difference and creativity; the company occupies a vibrant office space and tea garden that invites all to find their own thoughts and visions and take the tea transformation.

#### NUMI FLAVORS

Numi offers 26 teas and herbal teasans, a variety of Flowering Tea, Organic Pu-erh Iced Teas, loose leaf tea, gifts and tea chests. See [www.numitea.com](http://www.numitea.com) for full catalogue.

#### WHERE IS NUMI SOLD?

Numi is sold nationally in Whole Foods Markets, Safeway's Organic Marketplace, other premium independent natural food stores and natural sets within conventional grocery stores. Numi is sold internationally in more than 20 countries. Visit [www.numitea.com](http://www.numitea.com) for a store locator.



**NUMi**  
ORGANIC TEA

*Celebrating people, planet and pure tea*

## NUMI ORGANIC TEA'S BRAND REFRESH

*Thinking outside the box*

**RE-POSITIONING:** Through authenticity, creativity, and commitment to people and planet, we bring you the purest best tasting organic tea.

Numi has shifted its messaging and communication to highlight the quality, purity and taste of its ingredients; as well as focusing on being a company with sustainable values.

Logo remains same for continuity; Organic Tea added to highlight Brand differentiation

Brand Promise/Tagline: Celebrating people, planet and pure tea

Product Tagline: 100% Real Ingredients. Nothing Else.

Best Tasting Organic Tea:

Premium Organic Teas & Herbs

Real Fruits, Flowers & Spices

No "Natural" Flavorings or Fragrances

## PREVIOUS PACKAGING

*Focus was on artistry & romance.*

*Product quality & Brand values not being communicated.*



## BRAND REFRESH - NEW PACKAGING

*Product quality & Brand values now being communicated.*

*Artistry maintained in painterly backgrounds & photos.*



Primary focus on taste and real ingredients.  
Flavor name and taste description more pronounced.  
Organic and Fair Trade symbols more visible.  
Non-GMO Biodegradable tea bags called out.



## MEDIA FACT SHEET: PU-ERH

Pu-erh (pu-er) is an ancient healing tea picked from 500-year-old organic, wild tea trees in the mountains of Yunnan, China. Pu-erh tea leaves are piled, dampened and turned in a unique 60-day fermentation process. This results in Black Pu-erh's deep, earthy flavor and many health benefits that have been touted for thousands of years. Pu-erh contains more antioxidants than most green teas.

Pu-erh is the oldest known tea that travelled along one of the five "Tea Horse Roads," or Ancient Tea Route, that originated in the village of Pu-erh and wound through the Yunnan Province of China, comprising the Southern Silk Road. Merchants discovered Pu-erh by accident, compressing the tea into bricks for easier transport. They found that when aged in damp conditions it developed a richer flavor and more healing properties. It is said that the Last Emperor's mother, known as the "Beautiful Countenance," was eased of her ailments by drinking Pu-erh. This same process of compressing and aging Pu-erh is used today, and Pu-erh improves with age in terms of quality and value, much like a fine wine.

Numi Organic Tea produces Pu-erh tea in traditional brick as well as teabag form. Numi also offers several varieties of Pu-erh, including green Pu-erh, which is sun-dried immediately after harvest; and black Pu-erh, which is fermented for 60 days to create a deep, earthy flavor.

Numi's Organic Pu-erh is sourced from old-growth; wild tea trees in the Yunnan Province of China that are said to give forth "chi," or life energy. Unlike common tea bushes that are frequently replanted, Numi's Pu-erh only comes from broad-leaf trees with intricate roots that reach far down into the earth. The deep root system of these Pu-erh trees makes them uniquely drought resistant and sustainable without need for irrigation. The trees are harvested by local villagers who pick the tea leaves for their livelihood. These wild tea trees are carefully picked to ensure that they continue to grow for generations to come. A picture of sustainability, the Pu-erh tea trees, village and nature all harmoniously live together for mutual benefit.

For centuries, Pu-erh has been celebrated in Chinese culture to have myriad health benefits, but formal scientific research is still in early stages. Clinical trials conducted in China and France have found promising results that substantiate cultural beliefs and anecdotal evidence that Pu-erh can help improve digestion and circulation, increase metabolism and energy, aid in the reduction of cholesterol, support healthy weight loss and reduce risk of cardiovascular disorder by dropping blood lipids.

A rich velvet, chocolaty aroma envelops this enticing blend of deep, dark Pu-erh and organic cocoa nibs. Numi's Chocolate Pu-erh is made with organic wild-harvested tea leaves fermented and ripened into an earthy black tea. Whole vanilla beans and sweet accents of orange peel enhance



this blend along with nutmeg and cinnamon rounding off a spicy finish. Numi's Chocolate Pu-erh is available at select Whole Foods stores and in leading natural and independent grocery outlets. SRP \$9.99

Numi's Emperor's Pu-erh comes from China's majestic Yunnan Mountains where organic wild-harvested tea trees are up to 500 years old. Hand-picked broad leaves are fermented into black tea then ripened, resulting in an earthy aroma and dark sienna hue. Pu-erh boasts a deep bold body, smooth and slightly sweet with hints of malt. This rich, energizing tea is deeply satisfying as a coffee alternative. Numi's Emperor's Pu-erh is available at select Whole Foods stores and in leading natural and independent grocery outlets. SRP \$9.99



Numi's Magnolia Pu-erh enraptures the senses with sweet layers of floral scents. Rich and aromatic, this blend of magnolia-scented green tea and black Pu-erh is picked from wild-harvested tea trees up to 500 years old. Magnolia Pu-erh changes with every sip, taking you on a journey of flavors from flowery vanillas and earthy notes to hints of fruit. Numi's Magnolia Pu-erh is available at select Whole Foods stores and in leading natural and independent grocery outlets. SRP \$9.99



Accented by Numi's signature organic Moroccan Mint, Mint Pu-erh imparts a refreshing, vibrant flavor with a smooth, mellow body and long, sweet aftertaste. Sipping Mint Pu-erh, tea drinkers will feel enlivened by a rich and powerful wonder tonic. Numi's Mint Pu-erh is available at select Whole Foods stores and in leading natural and independent grocery outlets. SRP \$9.99



Unlike traditional teas that are oxidized for an 8 hour period, Pu-erh undergoes a unique 60-day fermentation process resulting in a bold, earthy flavor with hints of malt and elevated levels of antioxidants. After fermentation, Pu-erh tea leaves can be sun-dried, compressed into bricks and aged. Like fine wine, a Pu-erh Brick can be aged for months, years or even decades, increasing its value, health benefits and premium taste. Numi's Aged Pu-erh Brick contains 12 portions. Each portion can be steeped 4 times; up to 48 pots/brick. Numi's Pu-erh Brick is available at select Whole Foods stores and in leading natural and independent grocery outlets. SRP \$12.99



**FROM TEA GARDEN TO TEA CUP: TOP EFFORTS IN SUSTAINABILITY**

By supporting organic agriculture, paying an above average wage and buying tea through Fair Trade Certified farming cooperatives, Numi Organic Tea has provided health care, housing and/or land on which to build and farm as well as a chemical and pesticide-free work environment to farmers and farm workers around the world.

**ORGANIC AGRICULTURE**

Numi Organic Tea is committed to sourcing USDA Certified Organic teas and herbs. Conventional tea growing and processing exposes workers to harmful chemicals, which are sprayed directly onto the tea leaves. All of Numi's 22 teas and teasans are USDA Certified Organic and Kosher.

**FAIR TRADE**

Numi is highly committed to ethical sourcing that supports the rights and livelihoods of farmers and farm workers. Numi works with Fair Trade USA to source as many Fair Trade Certified products as are currently available within Numi's innovation and quality standards. Numi also has worked diligently to fill in the gaps where Fair Trade Certified is not yet applicable, and has been instrumental in the launch of the new Fair Labor Practices and Community Benefits Certification developed by Scientific Certification Systems, a leading U.S. standards developer and certifier in sectors such as food, forestry, fisheries, and cut flowers.

Numi began purchasing Fair Trade Certified teas in April 2005 and is now the top importer of Fair Trade Certified tea to the US. Since that time, the company has purchased over 358,000 pounds of tea from 17 different Fair Trade tea estates in six countries resulting in more than \$134,800 in social program funds benefitting tea workers all over the world.

**COMMUNITEA**

A high percentage of Numi's handmade bamboo gift and packaging items are assembled by women. With the option of working from home, these women are able to care for their children and household while still earning income from bamboo handicraft production.

In 2005, flooding took more than 600 lives and forced the evacuation of about 333,000 people in the region where Numi's bamboo supplier is housed in China. Numi donated more than \$10,000 USD to the supplier to help with replacement of equipment and the rebuilding of the factory. Here in the U.S, Numi's assorted packs and bamboo items are assembled by people with disabilities. For more than 8 years, Numi has worked with Community Gatepath for assembly production needs. For each dollar of business we give to Community Gatepath, the state of California matches that dollar to support their programs.

**SUSTAINABILITY**

All of Numi's packaging materials are biodegradable and/or recyclable, and its retail products are cello-wrap free. More than 95% of our packaging materials incorporate the use of post-consumer waste or bamboo. In the village of Guangxi, China, bamboo producers converted from using petroleum-based lacquer to using 100% natural lacquer in 2004. In 2007, Numi switched to soy-based inks for the printing of its retail cartons and other printed materials. Numi also reduced its overall packaging materials by 50 percent by replacing foil with a metalized, white lining in its tea bag overwrap. Utilizing 100 percent post consumer waste paper has reduced Numi's landfill usage by more than 82 thousand pounds annually.

**ECO-AUDIT**

Numi's Eco Audit, compiled through direct work with Environmental Defense, appears on all of Numi's cardboard teaboxes.

Our boxes and marketing collateral are made from 100% recycled material made of a minimum of 85% post-consumer waste. By using recycled materials in all of our packaging, Numi annually conserves the below estimates:

ECO AUDIT				
Trees Saved	Landfill Reduced (lbs)	Energy Reduced (ooo) BTU	Water Reduced (gallons)	Net Greenhouse Emissions
5,202	334,560	2,754 million	2,332,740	470,475

Data research is provided by Environmental Defense at: [www.environmentalsdefense.org](http://www.environmentalsdefense.org)

## FOUNDING OWNER'S BIOGRAPHIES



### REEM RAHIM

Numi's Creative Director and co-founder Reem Rahim oversees Numi's brand identity, including all packaging design and marketing elements. Reem has influenced Numi's commitment to sustainability and speaks regularly on the topic of sustainable packaging. An artist by trade, Reem's original artwork has been a major inspiration for Numi's brand vision. Reem also shares with her brother a passion for all aspects of tea, including

its history and cultivation, and routinely leads tea tastings and pairings.

After earning her B.S. in Biomedical Engineering from Case Western Reserve University, Reem shifted disciplines and went on to pursue a Diploma d'Arte in Drawing and Painting from Lorenzo di Medici Art Institute in Florence, Italy and then a M.F.A. from John F. Kennedy University in the department of Arts & Consciousness Studies. Reem continues to create art in her studio in Oakland, California and is fluent in English, Italian, Spanish, and Arabic.



### AHMED RAHIM

Ahmed Rahim is the master blender, CEO and co-founder behind Numi Organic Tea. Before starting the Numi business in 1999 with his sister, Reem, Ahmed spent a decade living, working and traveling throughout Europe as a professional film maker and photographer. Calling home to Paris, the German Alps and eventually Prague, Ahmed began to help create and design several teahouses in Prague. He became a partner in one of them, helped expand and

grow the business and found his professional calling.

From this immersion into European teahouse culture evolved a keen passion for blending teas, and ultimately resulted in Ahmed developing the blends that have become Numi's distinctive product line. Ahmed remains Numi's alchemist today, seeking and sourcing the worlds most exotic and premium teas and blending them into unique flavors that awaken and inspire the American palate.

Ahmed is fluent in English, Arabic, French, German and Czech. He holds a B.A. in Psychology and Theatre from New York University, and has studied Film and Photography at various universities in New York, Paris and Prague.

# NUMI<sup>®</sup>

ORGANIC TEA

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## TRAVELS & TRANSFORMATIONS

*The History of Numi Organic Tea*

1999



Brother and sister team Ahmed and Reem Rahim create Numi Tea in a 750-square-foot apartment in Oakland, California. They launch 28 bagged and loose tea products, as well as introducing Rooibos, Honeybush and Dry Desert Lime (the company's namesake) to the U.S. market

2000

The first floor of Ahmed Rahim's 1250-square-foot home becomes Numi's new headquarters.

2001

Ahmed and Reem move Numi to their first, 5000-square-foot warehouse, near the Oakland Airport.

2002

Numi Tea launches five new flavors, including a revolutionary Aged Earl Grey scented with real bergamot oranges.

2003

Numi converts all of its teas to USDA Certified Organic and makes that an official commitment. They re-brand the company as Numi Organic Tea.

2004

Numi Organic Tea took the tea world by storm with the introduction of Flowering Tea to the US retail and foodservice market. Numi relocates to a 25,000-square-foot warehouse in Oakland near Jack London Square.



2005



Numi's Bamboo Flowering Tea Gift Set becomes one of Williams-Sonoma's and Amazon's top sellers. Numi wins several awards for packaging and innovation for the Flowering Teas.

2006

Five new tea flavors are added to the Numi lineup: White Nectar, White Rose, Toasted Rice Green, Decaf Green Ginger, and Decaf Black Vanilla.



2008



Numi introduces a revolutionary new tea category: organic Pu-erh in four flavors: Chocolate, Mint, Magnolia, and Emperor's. Inc. Magazine's "Inner City 5000" names Numi Organic Tea among the Fastest Growing Private Companies in America. Numi converts its Flowering Tea line to USDA Certified Organic.

2011



Numi launches an innovative line of organic, bottled iced teas. Flavors blend some of Numi's best selling teas with Pu-erh: Earl Grey, Mango, Peach, Jasmine, Classic and Mint.

2011

Numi Organic Tea makes a bold move to give a fresh, new face to its entire packaging line. By incorporating full-color photography, fresh copy and high design standards, Numi focuses on greater awareness around real ingredients and sustainability.



## PRODUCT AWARDS

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| <p>2011 First Place, Ready to Drink Black Tea<br/>Numi Organic Earl Grey Pu-erh Tea<br/>North American Tea Championship</p> <p>2010 Gold Medal, Beverage Category<br/>Numi Organic Bottled Pu-erh Tea, Best of Expo</p> <p>2008 Best New Educational Training Product<br/>Journey Into Flowering Tea video<br/>Specialty Coffee Association of America</p> <p>2006 Best Flavored Iced Tea<br/>Brrrgamot Black Iced Tea, World Tea Expo</p> <p>Best Commercially Brewed Tea<br/>Brrrgamot Black Iced Tea, World Tea Expo</p> | <p>2005 Outstanding Food Gift, "Gold Medal"<br/>Bamboo Flowering Tea Gift Set<br/>NASFT- The National Association for the<br/>Specialty Food Trade</p> <p>2004 Most Innovative Product<br/>Flowering Tea<br/>Natural Products Expo</p> <p>Best Packaging<br/>Flowering Tea<br/>Natural Products Expo</p> |
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## COMPANY AWARDS

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| <p>2011 Largest Brand Importer of Fair Trade Certified Teas<br/>Fair Trade USA</p> <p>2009 #3285 Fastest Growing Private Companies in America<br/>Inc. Magazine Inner 5000</p> <p>2008 Small Business of the Year<br/>Oakland Chamber of Commerce</p> <p>#2,048 Fastest Growing Private Companies in America<br/>Inc. Magazine Inner City 5000</p> <p>#24 Fastest Growing Inner-City Companies in America<br/>Inc. Magazine Inner City 100</p> <p>Top Minority Owned Companies<br/>East Bay Business Times</p> <p>#25, Fast 50<br/>East Bay Business Times</p> | <p>2008 #75, 100 Fastest Growing<br/>San Francisco Business Times</p> <p>Socially Responsible Business Award<br/>Socially Responsible Business Awards</p> <p>2007 35th Fastest Growing Company between 2004-2006<br/>San Francisco Business Times</p> <p>#16, 50 Fastest Growing Private Companies List<br/>East Bay Business Times</p> <p>#1,344 Fastest Growing Private Companies in America<br/>Inc. Magazine Inner City 5000</p> <p>#24, Fastest Growing Inner-City Companies in<br/>America Inc. Magazine Inner City 100</p> |
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## GREEN & COMMUNITY AWARDS

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| <p>2011 WRAP Award Recipient<br/>Waste Reduction Awards Program of CA</p> <p>2010 Acterra Award for Sustainability<br/>Small Company<br/>Acterra Business Environmental Awards</p> <p>Responsible Packaging Award<br/>Food Trade Sustainability Leadership Association<br/>(FTSLA)<br/>WRAP Award Recipient<br/>Waste Reduction Awards Program of CA</p> <p>2009 WRAP Award Recipient<br/>Waste Reduction Awards Program of CA</p> <p>CoolCalifornia Small Business of the Year Award<br/>California Air Resources Board</p> | <p>2008 WRAP Award Recipient<br/>Waste Reduction Awards Program of CA</p> <p>2007 Impact Award<br/>Inner City Advisors (ICA)</p> <p>2006 WRAP of the Year<br/>Waste Reduction Awards Program of CA</p> <p>2005 WRAP Award Recipient<br/>Waste Reduction Awards Program of CA</p> |
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