

NUMI[®]

ORGANIC TEA

Celebrating people, planet and pure tea

IMMEDIATE RELEASE

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Numi Organic Tea Introduces New Foodservice Iced Teas

Five delicious, organic and Fair Trade certified blends added to foodservice collection



Oakland, Calif. (May 3, 2012) – Numi Organic Tea, premium tea purveyor and leading brand purchaser of Fair Trade certified teas in the United States in 2010, is proud to introduce five new organic freshly brewed iced teas to its foodservice collection this May 2012.

Iced tea has grown to become the third most-popular beverage ordered in restaurants, proving that consumers are choosing healthier alternatives to the standard soda and juice options. Now, with five new organic tea blends, Numi transforms iced tea into a premium and profitable beverage. Numi's Fair Trade certified iced teas are sourced from the finest organic tea leaves and blended with only real fruits and flowers for a refreshing pure taste. Customers will appreciate the delicious blends that are sourced from fuller leaf teas as well as Numi's clear leadership at the forefront of the movement towards organic, sustainable and socially responsible values.

In addition to their regular foodservice items, Numi will now offer five new iced teas in two tiers this May: the Traditional Collection, which includes high-quality, organic and Fair Trade certified teas, and the Premium Collection, with organic estate-grown, full-leaf tea and 100 percent real fruit. Most other brewed iced teas are sourced from low quality tea dust and fannings, making for a bitter taste that is often masked by the addition of sugar or manufactured flavorings. All of Numi's teas are competitively priced and allow restaurants and cafes the chance to offer Fair Trade certified and organic teas that are high quality, refreshing, as well as good for the body and for the earth.



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Traditional Collection

Classic Black: Brisk and bold, this full-bodied black tea brews a smooth, clean and flavorful glass of iced tea.

Citrus Green: This smooth green tea is infused with a bright and refreshing lemon zest, creating a light and refreshing beverage.

Tropical Sunset: A robust black tea is blended with exotic fruits for a tropical taste of paradise.

Premium Collection

High Mountain Black: A single-estate, whole-leaf, black tea brews a rich, deep flavor, low in astringency.

Berried Treasures: Dried hibiscus, currants and other real fruit are blended together for a sweet, tart flavor that is truly one-of-a-kind.

“Our new selection of foodservice teas is designed to answer the growing consumer demand for premium quality beverages that are healthy, delicious and responsibly sourced with the finest organic and fair trade ingredients available,” says Hammad Atass, Numi Vice President of Food Service. “That is a challenge Numi is proud to undertake and one we are uniquely qualified to meet based on our company’s recognized innovation in sustainable and socially responsible business practices. These are teas that dining establishments will be proud to serve and offers an opportunity to provide an organic and fair trade option to their customers.”

All of Numi’s tea blends are 100 percent organic and pure-tasting because each blend is made with premium, full-leaf tea and real fruit, herbs, and spices (not fragrances or perfumes). Numi was also recently named the largest brand purchaser of Fair Trade Certified teas in the US among brand holders.

For more information on pricing and delivery, please contact info@numitea.com.

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Numi Organic Tea blends premium organic teas and herbs with only 100 percent real ingredients, allowing Nature to speak for itself. As a pioneering, quadruple-bottom line company (people, planet, product, profit), Numi sources directly from fair labor gardens that guarantee a livable wage and better opportunities for farmers and their families. Numi is a company committed to reducing its impact on the planet through ecologically responsible choices in sourcing, production and recycled and non-GMO packaging. www.numitea.com.