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## ABOUT TEATULIA

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### 100% SUSTAINABLE ORGANIC



Our approach to farming is truly revolutionary. In our garden, we have implemented “natural farming” practices that result in a “closed loop” eco and social system. No pesticides, machinery or unnatural irrigation are used in the cultivation. We let Mother Nature encourage our tea and herbs, which rejuvenates the land. Consequently, ten years since its inception, our “virgin” garden, developed on fallow land, is now a thriving ecosystem teeming with once endangered flora and fauna.

### SINGLE-GARDEN-DIRECT

Our teas and herbal infusions come DIRECTLY from the first USDA-Certified Organic garden in Bangladesh. There are no middlemen. No long term warehousing. No waiting around to be bulk blended by a third party trader. It's directly from our garden to you.

### PURE

We don't believe in fancy flavors or additives. With Teatulia, you enjoy only the original essence of pure nature.

### GIVING BACK

The Teatulia Cooperative creates sustainable prosperity for Bangladeshi women, men and children through education, entrepreneurship, health and cattle-lending programs.

Specific examples of Teatulia's social programs include:

- Poverty alleviation through cattle rearing
- Farm sharing
- Distribution of herbal and medicinal plants
- Health and hygiene programs
- Adult literary education
- Recreation for the youth

# Teatulia™

TO HEALTH. TO LIFE. TO TEA.

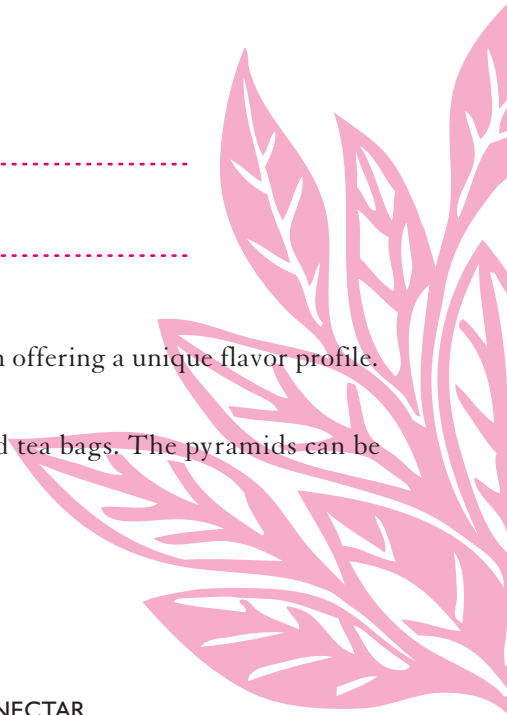
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## ABOUT OUR TEAS

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We are delighted to introduce our range of ten Teatulia teas and herbal infusions, each offering a unique flavor profile.

Teatulia is available loose leaf or, for convenience, in biodegradable silken pyramid tea bags. The pyramids can be purchased in bulk or in our breathtaking eco-canisters.



### TEATULIA BLACK

Fresh and full-bodied with a sweet finish. Perfectly balanced with slight hints of honey. Perfect any time.

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### NEEM NECTAR

A full-bodied black tea with a delightful brightness at the finish. Inspired by the magical neem tree.

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### TEATULIA GREEN

Medium-bodied with earthy and grassy notes. A light finish with a refreshing cooling quality.

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### TULSI INFUSION

Invigorating black tea blend with a rich, full-bodied spiciness. Excellent on ice.

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### TEATULIA WHITE

A medium-bodied delicacy with hints of peach. Made from the youngest and rarest tea parts.

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### PEPPERMINT HERBAL INFUSION

A unique, buttery peppermint that will awaken your senses. Crisp and totally satisfying. Naturally caffeine free.

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### EARL OF BENGAL

Unapologetically flavorful with a splash of Bergamot citrus. A refreshing new take on the classic Earl Grey.

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### GINGER HERBAL INFUSION

A warm, rich and spicy herbal blend of ginger and vasaka. Peppery with sweet overtones. Naturally caffeine free.

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### BENGAL BREAKFAST

Smooth and medium-bodied with a sweet, mellow finish. Let the sun shine.

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### LEMONGRASS HERBAL INFUSION

Brisk, refreshing and clean with a pure lemon essence. An invigorating citrus indulgence. Naturally caffeine free.



## TEA BAGS & LOOSE LEAF

### TEA BAGS

### LOOSE LEAF



### TEA BAG BREWING METHODS

For the perfect cup of Teatulia, let the whistle of the kettle signal the beginning of your tea experience. Place the silken pyramid bag in your warmed cup. Tumble boiling water over the tea.\* Take 1-2 minutes to anticipate the pleasure. Remove the pyramid bag and let the aroma & flavor transport you to the Teatulia gardens.

\*For Green & White: Use water just off the boil.

### TEA BAG AVAILABILITY

Available in 16 count eco-canisters, 6 count eco-canisters & bulk sizes.

### LOOSE LEAF BREWING METHODS

For the perfect cup of Teatulia, let the whistle of the kettle signal the beginning of your tea experience. Measure roughly 2g / 1 tspn of Teatulia tea leaves per 8 ounce cup and place into reusable tea bag, tea ball, infuser or loose in your cup. Tumble boiling water over the leaves.\* Take 1-2 minutes to anticipate the pleasure. Remove the tea leaves and let the aroma & flavor transport you to the Teatulia gardens.

\*For Green & White: Use water just off the boil.

### LOOSE LEAF AVAILABILITY

Available in a variety of bulk sizes.



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## QUOTABLE QUOTES

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“ 100% Field-to-cup transparency is one of the hot trends in Specialty Tea. ”

-Brian Keating of Sage Group LLC,  
2008 World Tea Expo

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“ I have just enjoyed the Teatulia White Tea, which is one of the more impressive I have encountered outside of Chinese white teas. ”

-James Norwood Pratt

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“ I have to say, this tea is probably the best basic black I have had in a while, slightly nutty, slightly smoky, and perfectly balanced. With a commitment to sustainability and the community I am a happy camper with Tetulia Black. ”

-Rebekah: Teaviews.com

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Teatulia TGFOP:  
Notable Mention World Tea Championship 2008

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“ Teatulia has really blown our customers away, the tea is really good. I’m proud to be a part of it! ”

-Aaron Forman: Restaurateur, Table 6, Denver, CO

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“ I really enjoyed this tea and really appreciate the extra efforts this company goes thru [sic] in making their product and helping several causes. I hope to start seeing this brand in more stores very soon and I would LOVE to try more of their blends. If you ever see Teatulia in a store – grab it and check it out! It’s more than just a tea. ”

-Jennifer: TeaReviewBlog.com



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## TO HEALTH

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### TYPES OF TEA AND HEALTH BENEFITS

Like wine and chocolate, tea is one of those rare indulgences that bestow health benefits and sheer bliss. This is because tea, wine and chocolate are all high in antioxidants: compounds that attack free radicals in the body and prevent them from harming healthy cells.

While ongoing research is being conducted on the health benefits of tea, studies suggest a relationship between regular tea consumption and:

- Reduced risk of heart disease, heart attack and stroke
- Reduced risk of certain cancers
- The prevention of blood clots
- Lowered cholesterol
- Improved oral health
- Improved bone health and reduced risk of osteoporosis
- Strengthened immune system
- Decreased risk of developing kidney stones

Additionally, the calming and relaxing effect of tea is due to the presence of L-Theanine, an amino acid that works to block the effects of caffeine, increase the brain's alpha waves and regulate the production of serotonin and dopamine. This, in addition to the soothing ritual of brewing and drinking tea, bestows an overall sense of wellness.

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## TO LIFE: SUSTAINABILITY

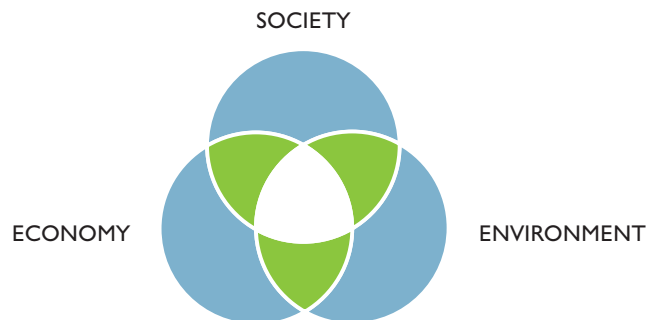
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### A DEFINITION OF SUSTAINABILITY

“ [To meet] the needs of the present without compromising the ability of future generations to meet their own needs.”

-The World Commission on Environment & Development  
Brundtland Commission, 1989

### THE 3 PILLARS OF SUSTAINABILITY (ALSO KNOWN AS THE TRIPLE BOTTOM LINE)



### THE 3 PILLARS OF SUSTAINABILITY AND TEA CULTIVATION

#### ENVIRONMENT

Cultivate tea and herbs in such a way that the land is not degraded and its productive capacity is not diminished, but rather invigorated.

#### SOCIETY

Empower workers by giving them a voice and tools to improve their lot (health care, education, tools of commerce, etc).

#### ECONOMY

Ongoing profitability to sustain business while benefiting the community through enhanced wellness and increased productivity.

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## TO TEA

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### OVERVIEW OF THE DIFFERENT TYPES OF TEA

All tea comes from the same plant – *Camellia sinensis* – which grows in tropical and subtropical climates. The traditional tea-growing countries are China, Japan, India and Sri Lanka. However, in recent years, new tea-producing countries have emerged, most notably Bangladesh, Vietnam and Kenya. Origin impacts the flavor characteristics while altitude, soil type, plant type and age of the tea plant are other influencing factors.

Each origin can produce any of the five types of tea, although certain regions are known for one type or another. For example, Japan is known for green tea. China is known for white tea and pu-erh. Sri Lanka for its black tea. The differences between the five types of tea come from how they are processed:

- Black: Oxidized
- Oolong: Partially oxidized
- Green: Steamed
- White: Young tips, gently dried
- Pu-erh: Fermented

These different processes bring out various chemical compounds resulting in slightly different health benefits from each type of tea. However, the overall benefits are essentially the same and are noted in the previous To Health section (according to current research).

Herbal teas are a whole different story. Herbal teas, also known as herbal infusions/tisanes are not technically teas at all. They do not include leaves from the *Camellia sinensis* plant and therefore do not impart the same health benefits. If the package does not specifically say “tea” then the beverage is not a tea.

## WHO WE ARE



### LINDA APPEL LIPSIUS

#### Co-Founder & CEO

Linda Appel Lipsius has managed the launch of Teatulia in the United States since 2009. Previously, Mrs. Lipsius was a Vice President with Orange Glo International (OGI) where she launched OxiClean, Kaboom, Orange Glo and Orange Clean in the US, Europe and Asia. Prior to Orange Glo, she directed marketing campaigns for Roche Laboratories' leading brands at Young & Rubicam. Linda earned her BA from Columbia University and MBA in finance from New York University. She is also a two time featured speaker at the World Tea Expo on the topic of sustainable tea gardens.

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linda@teatulia.com

### CHRIS OLSEN

#### Director of Marketing

Chris Olsen manages the formal marketing duties for Teatulia. He comes from an advertising rich background spending a combined 8 years at The Integer Group and Crispin Porter + Bogusky, working on brands such as Minute Maid, Miller-Coors and Coca-Cola. Prior to joining Teatulia, he was a Vice-President at Pure Leaf Naturals where he directed marketing campaigns for Aviva Yerba Mate and the Sweet Earth brand of stevia. Along with his advertising and marketing experience, Chris earned his BA from Colorado State University and his MS in Marketing from the University of Colorado at Denver.



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chris@teatulia.com



## WHO WE ARE (con't)



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kazianis@gemcongroup.com

### DR. KAZI ANIS AHMED

#### Co-Founder

Dr. Kazi Anis Ahmed is the Director of the Kazi and Kazi Tea Estate, Ltd. (KKTE - the single source for Teatulia Tea) as well as the Director and CEO of Organics and Education for Gemcon Group in Dhaka, Bangladesh. At KKTE, Dr. Ahmed has helped establish the guiding organic values and policies that allowed KKTE to emerge as the first successful organic tea estate in Bangladesh. He personally oversaw the international SGS Organic and USDA Organic certification processes. After launching Kazi & Kazi Tea as the first organic brand in the local market, he led plans for Teatulia to become the first branded Bangladeshi tea for international export. Dr. Ahmed is leading the founding of an innovative co-operative affiliate with over 1,000 members. Dr. Ahmed received his BA, MA and Ph.D. in literature from Brown, Washington and New York Universities, respectively.

### KAZI INAM AHMED

#### Secretary

Kazi Inam Ahmed is a Director of the Kazi and Kazi Tea Estate, Ltd. (KKTE) in Bangladesh. Inam has worked closely with local farmers to establish the vision of a sustainable organic tea garden. He has been involved in many development projects for the farmers and workers, such as adult education and health initiatives. Inam was integral in the launching of the Kazi & Kazi Tea brand as the first organic tea in Bangladesh. In 2004, he introduced Kazi & Kazi Tea as the first Bangladeshi organic tea brand in Harrods, London. Now he is working to make Teatulia the first branded Bangladeshi tea for international export. Inam received his BA from Wesleyan University.



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## CONTACTS

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