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红 red
杯 cup
TEA CO.®

PRESS KIT 2021

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RECENT PRESS

Real Simple

50 Great Gifts Under \$50

Food & Wine

Little Red Cup Tea Co. & Allagash Brewing Co.
Team Up for Tea Beer

BestGifts.com

Galentines Day - 4-Tin Tea Sampler
from Little Red Cup Tea Co.

Portland Press Herald

How to Make Perfect Iced Tea this Summer

Organic Spa Magazine

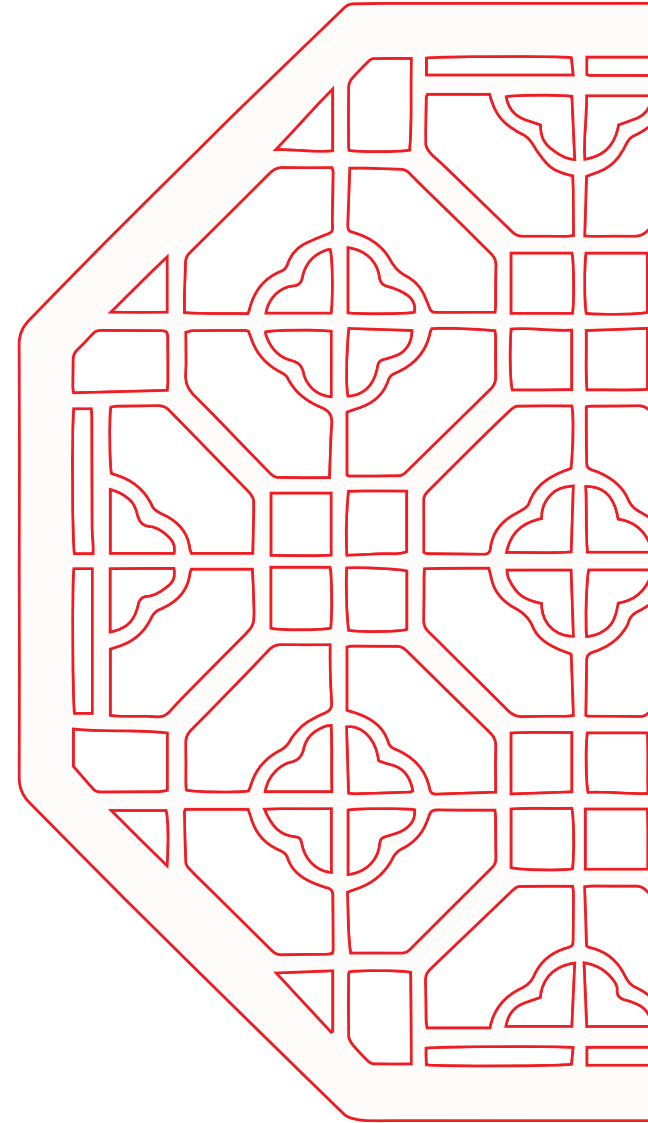
Winter Gift Guide 2018 - 4-Tin Tea Sampler from
Little Red Cup Tea Co.

Maine Magazine

Kitchen Table Wellness

Treehugger

8 companies that sell high-quality fair-trade and
organic teas



BACKGROUND

The Little Red Cup Tea Co. is a small, family-owned company based in Brunswick, Maine. The family made their first trip to China more than 25 years ago, and since then they've lived in Beijing for several extended periods and visited scores of times. China is their second home; they love the people, they love the culture, they love the language, they love the food, and they love the tea.

The family started Little Red Cup to offer the kinds of teas that their friends routinely drink in China: simple, traditional, whole-leaf varieties. Little Red Cup teas are of fantastic quality, but, crucially, they are made for everyday consumption. These are not for special occasions, to be brought out with the fine China. Instead, they are teas that you can enjoy throughout the day—teas to keep you going.

Little Red Cup strives to maximize the positive aspects of international trade while minimizing the negative. This is the reason that every tea they sell is certified organic and fair trade. Little Red Cup sees itself as working in support of the many people who grow and process the teas they carry, and to this end, the family makes a point to visit every cooperative they work with.

The Little Red Cup catalog currently comprises 12 teas—white, green, oolong, black and pu'er—along with simple, elegant teaware and their eponymous Maine-made tumblers. The catalog is carefully crafted to provide a sense of the Chinese tea spectrum without being overwhelming, and the teaware they offer emphasizes that good tea doesn't have to be fussy.





Little Red Cup Tea is a revelation, if not a revolution.



STORYLINES

- How to Make Great Iced Tea
- How Much Caffeine is in Your Cup?
- Quality Tea vs. Everything Else on the Shelf
- Why Loose Leaf?
- The Non-Fussy Hot Beverage: Tea
- What You Might Not Know About Tea/What's in Your Tea?
- Overwhelmed By Choices? Start Here. Little Red Cup Tea Co. Helps Cut Through the Noise of Loose Leaf Varieties
- Drinking Tea the Chinese Way & Why It's Pretty Chill
- Teas to Get You Through the Day, from Dawn to Dusk
- The World's Most Popular Beverage and Why It's Not Going Anywhere
- Basic Loose Leaf Tea Brewing Equipment

Gift Ideas:

- Tea-Curious People
- Sustainably Focused Friends
- Family-Owned Companies
- Small New England Companies
- Organic + Fair Trade

