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COLORADO-BASED NEPALI TEA TRADERS EARNS THIRD AWARD IN TEA CHAMPIONSHIP

Nepal's Teas Are On the Map of the World's Best

Denver, Colo. – March 24, 2016 – Nepalese tea from Colorado-based Nepali Tea Traders earned honors in the North American Tea Championships (formerly the World Tea Championships) for its Annapurna Oolong. The tea placed second in the dark oolong category with a score in the “excellent” range, one point behind the winner. The award is the third for the social entrepreneurs, who sell their premium, loose-leaf tea through tea shops, specialty retail and directly to consumers through its online store (NepaliTeaTraders.com)

Last year, Himalayan Golden – the company’s signature black tea – earned first place in the black tea category. Kalo Chia black tea earned third place in 2014. The independent, professionally-judged tea competition names the best teas from around the world.

Nepali Tea Traders’ teas are cultivated on small farms by growers who rely on natural, chemical-free farming methods. Founded in 2012, Nepali Tea Traders is the first company in the U.S. to offer pure artisan teas exclusively from small farms in the Ilam region of Nepal.

“These awards affirm that Nepal produces some of the best tea in the world,” said founder Maggie Le Beau. “We are thrilled with the growing recognition that Nepal’s small artisan farms and unique terroir produce a wide range of exceptional teas.”

The company will be recognized at the World Tea Expo, which will be held in Las Vegas in June. Le Beau will also feature Nepal in the “World Origin Tasting Tour,” providing both a presentation and sampling of teas, including Annapurna Oolong, which was recognized for its smooth, rich flavor profile.

Le Beau and a small team founded the company in 2012 to help create a sustainable tea economy in Nepal. “Historically, much of the Nepal’s tea has been sold over the border to India for pennies on the dollar,” Le Beau said. “Our mission is to develop a market for these exceptional teas, to help ensure that the farmers receive a fair share of the profits and to donate a portion of our proceeds to Nepal.”

With the support of its customers, Nepali Tea Traders was able to donate more than \$10,000 last year for earthquake relief, which went directly to those in Nepal involved in rebuilding. “The earthquake exacerbated many of Nepal’s needs for infrastructure, healthcare and social services,” Le Beau said. “With rebuilding well underway, we’re now

telling our customers and friends that they can best help Nepal for the long-term by supporting its sustainable industries, which include tourism and, of course, tea.”

Information on the company’s full line of tea and gifts is available at www.NepaliTeaTraders.com.

About Nepali Tea Traders

Nepali Tea Traders is the first company in the United States to offer premium teas exclusively from small farms in the Ilam region of Nepal. Founded by CEO Maggie Le Beau and a group of Colorado social entrepreneurs, the company sells a variety of natural tea grown at ideal altitudes of 4,000 to 8,000 feet. The company sells its loose leaf tea at tea shops and specialty grocery stores. Its full line of teas is available for purchase at www.NepaliTeaTraders.com. The company’s mission is to develop a market for Nepal’s premium teas; to ensure the smallholder farmers receive a fair share of the profits; to help build a sustainable tea industry; and to donate a portion of its proceeds to Nepal.