



## Vancouver-based Coffee Tea Leaf Company Wins *Emerging Specialty Food Product of the Year* at 2017 Specialty Food Expo

**FOR IMMEDIATE RELEASE, January 19, 2017 - Vancouver, BC** – 2017 is already looking good for Vancouver-based [Wize Monkey](#) who won the coveted award for “**Emerging Specialty Food Product of the Year**” at the [Gluten-Free](#) and [Specialty Food Expo and Conference](#) that took place last weekend at the Vancouver Convention Centre. With hundreds of vendors on-site and just over twenty other finalists up for the award, competition was steep.

*“We’re absolutely ecstatic that West Coast consumers are connecting with our innovative product and mission to deliver a unique, high-end taste experience that also helps solve systemic issues in the coffee industry. This award is so appreciated and we’re excited to start off 2017 on the right foot!” – Wize Monkey Co-Founder, Max Rivest*

The Wize Monkey team is hoping to keep this winning streak alive when results are announced for [Small Business BC](#)’s “Best International Trade” award – for which they are shortlisted. Rapid growth in distribution within the BC markets have helped Wize Monkey see steady expansion of product offerings and increased availability online and in store with their unique Coffee Leaf Tea now sold in over 130 stores across Canada.

With no sign of slowing down and in keeping with their “*Earth to Cup*” approach to business development and education, co-founders Max Rivest and Arnaud Petitvallet are speaking at TEDxYouth@SWCSS next month and serving their multi-award winning products at TEDxStanleyPark.

### **About Wize Monkey**

Wize Monkey is the global leader in Coffee Leaf Tea production, research, and innovation. They are committed to revolutionizing the socioeconomics of coffee communities by harvesting the coffee leaf to create year-round jobs and mitigate systemic challenges within the coffee industry. Blossoming from a 2013 grad school project, Wize Monkey has since established itself as the world’s first Coffee Leaf Tea company. They are vertically integrated from “Earth to Cup” out of Nicaragua and based in BC. Founded by local Vancouverite Max Rivest, Arnaud Petitvallet (France) and Enrique Ferrufino (Nicaragua), Wize Monkey CLTeas (available in five flavours) can now be found in more than 130 stores across Canada and has customers in over 35 countries since its official launch in 2015.

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Please view video [here](#). For more information, samples and additional images please contact:

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