



Vancouver company's mission to break poverty cycle in coffee communities through sustainable harvesting wins international accolades

Multi-award winning company Wize Monkey wins the New Hope NEXTY Award for Best Mission-Based Product at World's Largest Natural Products Expo

FOR IMMEDIATE RELEASE NEWS RELEASE

March 13 2017: Vancouver, B.C.: Local, multi-award winning Coffee Leaf Tea company Wize Monkey has been internationally honored for its company mission to break the global poverty cycle in coffee communities through sustainable harvesting with a New Hope NEXTY Award.

Judged on innovation, inspiration and integrity, Wize Monkey received the *Best Mission-Based Product Award* at the world's largest natural products exposition *Expo West* which wrapped up March 12 in Anaheim California. The award marked Wize Monkey's official debut in the United States, a key market for the future of Coffee Leaf Tea and this burgeoning brand.

Recently, Wize Monkey won the *Emerging Specialty Food Product of the Year Award* at the Specialty Food Expo and Conference held in February. They also won *Best International Trade Award* at the Small Business BC Awards on February 24, and *Product of the Year* at the BCFPA Awards in spring 2016. And in 2015, less than one year after the company was founded, they won *Best New Product* at the 2015 World Tea Expo.

"We feel very privileged to receive this distinguished award and are absolutely thrilled to be recognized for our company mission." Said company founder and CEO Max Rivest. "It is such an honour to be here amongst some of the world's most innovative and inspiring companies in the natural products industry. We dedicate this win to the farmers we work with because they are the true heroes."

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 B.C. Founded by local Vancouverite Max Rivest, Arnaud Petitvallet who is from France, and Enrique Ferrufino who originates from Nicaragua, Wize Monkey Coffee Leaf Teas are available in five flavours and can now be found in more than 130 stores across Canada and has customers in over 35 countries since its official launch in 2015.

To view Wize Monkey's documentary series on the challenges of coffee farming and how the leaf is revolutionizing the industry for the better, visit:

<https://www.wizemonkey.com/pages/coffee-leaf-quest>

To learn more about the NEXTY Awards, visit:

<http://www.expowest.com/ew17/public/Content.aspx?ID=1065076>

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