

NUMI[®]
ORGANIC TEA

Celebrating people, planet and pure tea

*A story of sustainability, quality
 & artistry with every cup*

PEOPLE

- A leading purchaser of Fair Trade teas in North America
- Supporting over 14,000 Fair Trade and Fair Labor farmers, workers, and their families
- 85% of Numi Organic Tea sales are Fair Trade or Fair Labor certified
- A founding BCorporation and a Public Benefit Corporation, doing business for good

PLANET

- Through thoughtful choices, we are committed to reducing our impact on the planet
- All products are organic, protecting the health of farmers, the planet, and you
- Natural compostable tea bags - not GMO-corn or plastic filter bags
- Eco-responsible packaging and programs help offset our carbon emissions

PURE TEA

- Premium, organic, full-leaf quality teas and herbs
- 100% real fruits, flowers, and spices; never "natural" flavorings or perfumes
- Unique and delicious blends that balance richness and nuance
- The Numi tea'm travels and sources ingredients directly from the gardens of origin
- 89% of ingredients can be traced to the farm on which they were grown



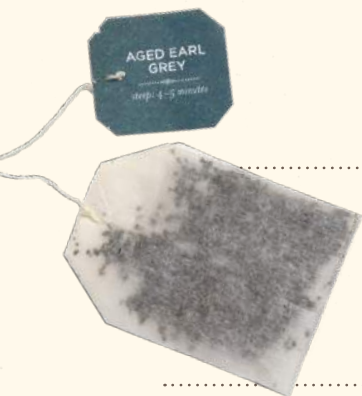
REAL
 INGREDIENTS.
100%
 NOTHING
 ELSE.



Together for H2OPE - a non-profit initiative that provides clean drinking water to our farming communities around the world. Projects in Madagascar, India, South Africa, and Egypt - bringing clean water to over 20,000 people!

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OUR TEA BAGS

vs. "Silky" Sachets

Through thoughtful choices we are committed to reducing our impact on the planet and have consciously chosen *not* to follow the trend of the see-through nylon or bio-plastic tea bags. Here's **WHY**:



NUMI TEA BAGS



"SILKY" TEA BAGS



SEE-THROUGH MESH TEA BAGS

What it is:

- Natural filter-paper and environmentally sustainable
- non-GMO project verified

- Plastic nylon (PET)
- Petroleum based synthetic polymer fiber

- GMO origin
- Polyactic (PLA) Corn

What it does:

- Biodegrades in compost

- Ends up in landfills
- Concerns around plastic releasing toxic chemicals when heated

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What's inside:

- A fuller-leaf, organic tea ensures a smooth tasting, rich cup.
- Made with with 100% real ingredients. No "natural" flavorings.

- Full leaf tea; not always organic
- Sometimes added flavorings

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ENVIRONMENTAL PACKAGING MILESTONES

1999
First product offerings, avoiding the use of unnecessary shrink wrap

2005
Cartons use 100% recycled paperboard with 85% minimum PCW content

2009
Tea bag wrappers converted to 72% PCW material, reducing weight

2012
1st company to certify non-GMO filter bags

2013
Founding member of OSC2 Packaging Collaborative

2017
Supplier Code of Conduct incorporates our packaging expectations for 1st & 2nd tier suppliers

2019
Launching plant based, non-GMO compostable tea bag wrapper

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    #drinknumi



P.O. Box 20420 Oakland, CA 94620 USA
Phone: 888.404.6864
email: info@numitea.com
website: www.numitea.com