



For Immediate Release

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Numi Organic Tea Celebrates 10 Years in the Tea Business

Oakland-based organic beverage leader opened its doors one decade ago and still growing

Oakland, CA (August 3, 2009) – When brother and sister team Ahmed and Reem Rahim began blending teas in a one-bedroom apartment 10 years ago, neither of them had any idea where they might be a decade later. But today, Numi Organic Tea is a leading purveyor of premium-quality, full-leaf Organic and Fair Trade Certified teas made with 100 percent real ingredients. The company has managed to lead the charge in sustainable tea sourcing and packaging, and commits to philanthropic causes in the interest of giving back to its “communita” – all while remaining an independent, family-owned business and among the top 10 best-selling teas in the natural/specialty foods sector.

Iraqi-born brother and sister team Reem and Ahmed founded Numi in 1999 with the vision of bringing a dried lime, known as “Numi,” from their homeland to America. This became the first official Numi Tea, and Dry Desert Lime still exists in the company’s core product lineup. Today Numi has more than 100 different organic teas, herbs and related products with national and international distribution in grocery, retail and specialty stores; as well as cafés, hotels, restaurants and spas; a Tea Garden open to the public; and an online business.

“In 10 years it’s amazing that we’ve grown to become one of the leading tea companies in the U.S.,” said Ahmed Rahim, co-founder and CEO of Numi. “We’ve strived to ensure that our values align with the brand, and I think our line extensions and product innovation have been keys to our success.”

The founders, who both have backgrounds as artists, have also woven their artistry into their brand. Ahmed, the Alchemist, leads product development and still hand-blends new teas for new products and line extensions. Reem, the Artist, hand-paints original artwork that graces Numi’s boxes. They have both combined their skills to create a handcrafted brand identity from product to packaging.

“From our initial days, we set out to create a product and a brand ethos that inspired reflection and overall wellbeing through the art of tea,” said Reem Rahim, co-founder and Chief Marketing Officer. “We both still return to our artistry today, whether it’s discussing product strategy or company vision. We’ve been able to remain true to ourselves as artists while still doing good business.”

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In the past five years alone, Numi has seen a compounded growth of more than 300 percent; the company's staff has grown from 12 to 36 people; the company now occupies 30,000 square feet of offices and warehouses; and distribution has expanded to Europe, delivering Numi Organic Tea to 28 countries around the world.

In addition, Numi has recently moved into more of a philanthropic phase of its business, setting aside one percent of profits from the company's new Puerh product line to give to social and environmental causes. A new carbon offset program has been put into place, ensuring that emissions are offset through donations to domestic wind energy and international water treatment projects. "We look forward to bringing our focus toward more philanthropic work, both here in Oakland and overseas," Ahmed Rahim added.

Numi's 10-Year Anniversary Celebration

On August 7, 2009 from 8:00 pm-2:00 am, Numi Organic Tea will host its 10-year anniversary celebration as an open house at the Numi Tea Garden, located at 2230 Livingston Street in Oakland, CA. Tea-infused libations and refreshments will be served by Numi along with partnering Bay Area-based food and beverage companies, accompanied by an evening of live music, including performances by Mucho Axe, MJ Greenmountain and Friends and DJ Jeff Stot. Voluntary donations will be requested at the door to help support Mustafa Al-Nidani, a child victim of the Iraq war. For directions to the Numi Tea Garden, please see www.numiteagarden.com.

Numi Organic Tea, founded in 1999 by brother-and-sister duo Ahmed and Reem Rahim, holds a prominent place in the specialty tea category for its premium-quality Organic and Fair Trade Certified teas and herbs. Numi is committed to sourcing directly from the farmers to deliver the best taste and highest quality. Numi Organic products contain 100 percent real ingredients for a pure taste, without the use of any oils or "flavorings." Numi is a leader in sustainability and produces a healthy product that benefits people and the planet. www.numitea.com.

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