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## Numi Facts At-a-Glance

### What is Numi?

Numi Organic Tea is a leading purveyor of premium-quality, full-leaf organic and Fair Trade Certified teas, as well as an innovative line of flowering teas. Numi is now pioneering a new line of organic Puerh Teas, an ancient healing tea packed with antioxidants. In 2007, NUMI increased its Fair Trade Certified teas to 13 product SKUs. Numi's organic and Fair Trade Certified blends use real freeze dried fruits, fresh herbs and spices. Numi's full leaf teas are never treated with added flavors, colorings or essences common to the market, and thus possess a rich and pure flavor. Numi is committed to global consciousness and sustainability through packaging and business practices.

### Numi History

After spending many years apart traveling the world and pursuing interests in art, brother and sister Ahmed and Reem Rahim met up during a family vacation to the Grand Canyon and discussed starting a tea business. Ahmed had been living abroad and had owned and operated teahouses in Europe while Reem had been studying art in Northern California. They wanted to create an entity that would encompass both of their passions. In 1999, after observing that competing brands in the U.S. tea market differed little from one another in quality, consistency, and selection, Numi was created in a tiny 750 sq/ft apt in Oakland, CA. Inspired by art and exotic teas, Reem and Ahmed created a company whose hallmark is super-premium, organic and Fair Trade Certified, full leaf teas and herbal teasans.

Numi is the first U.S. company to bring a revolutionary new tea category of four USDA certified organic Puerh tea blends to market. Numi pioneered the introduction of exotic herbs such as Rooibos, Lemon Myrtle, Honeybush and Dry Desert Lime that were popular in Europe but were completely unknown in the United States. Numi also is known for their innovative line of Flowering Tea, handsewn tea leaves that blossom open when steeped.

### Awards

To date, Numi has won more than 26 awards for premium tea, innovative packaging and efforts in environmental sustainability. These include #24 Top 100 Fastest Growing Inner City Companies, INC Magazine, Best Flavored & Best Commercially Brewed Iced Tea, Word Tea Expo, WRAP of the Year (Waste Reduction Awards Program), Outstanding Food Gift, NASFT and Most Innovative & Best Packaging, Natural Product Expo.

### Numi Mission

Numi's mission is to be the most innovative tea company in the world dedicated to quality, sustainable values and a commitment to community.

### Numi Vision

Numi's vision is to inspire well-being of mind, body and spirit through the simple art of tea. Numi elevates the tea experience through innovation and quality, as well as a commitment to the environment and our global community. Numi hopes to educate and influence others to make a difference in their contribution to society. Numi is an organization that celebrates difference and creativity; the company occupies a vibrant office space and tea garden that invites all to find their own thoughts and visions and take the tea transformation.

### Numi Flavors

Numi offers 25 teas and herbal teasans, a variety of Flowering Tea, loose leaf tea, gifts and tea chests. See website for full catalogue.

### Where is Numi sold?

Numi is sold nationally in Whole Foods Markets, Safeway's Organic Marketplace, other independent natural food stores and natural sets within conventional grocery stores. Numi is sold internationally in more than 20 countries. Check numitea.com for a store locator.