



Travels & Transformations

The History of Numi Organic Tea

1999



Brother and sister team Ahmed and Reem Rahim create Numi Tea in a 750-square-foot apartment in Oakland, California.

They launch 28 bagged and loose tea products, as well as introducing Rooibos, Honeybush and Dry Desert Lime (the company's namesake) to the U.S. market

2000

The first floor of Ahmed Rahim's 1250-square-foot home becomes Numi's new headquarters.

2001

Ahmed and Reem move Numi to their first, 5000-square-foot warehouse, near the Oakland Airport.

2002

Numi Tea launches 5 new flavors, including a revolutionary Aged Earl Grey scented with real bergamot oranges.

2003

Numi converts all of its teas to USDA Certified Organic and makes that an official commitment. They re-brand the company as Numi Organic Tea.

2004

Numi Organic Tea took the tea world by storm with the introduction of Flowering Tea to the US retail and foodservice market. Numi relocates to a 25,000-square-foot warehouse in Oakland near Jack London Square.



2005



Numi's Bamboo Flowering Tea Gift Set becomes one of Williams-Sonoma's and Amazon's top sellers. Numi wins several awards for packaging and innovation for the Flowering Teas.

2006

Five new tea flavors are added to the Numi lineup: White Nectar, White Rose, Toasted Rice Green, Decaf Green Ginger, and Decaf Black Vanilla.



2008



Numi introduces a revolutionary new tea category: organic Puerh.

Four flavors are launched: Chocolate, Mint, Magnolia, and Emperor's. Inc. Magazine's "Inner

City 5000" names Numi Organic Tea among the Fastest Growing Private Companies in America. Numi converts its Flowering Tea line to USDA Certified Organic.

2009



Ten years after its creation Numi launches six innovative, organic, blended, bottled iced teas, five of which contain Puerh, a fermented tea packed with antioxidants, as well as one herbal SKU based on Rooibos and Honeybush. Puerh product SKUs include Earl Grey, Peach Nectar, Magnolia Jasmine, Mango Passion, Moroccan Mint and Honey Lemon.

