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PRESS KIT

Company Backgrounder – Executive Bios – Insights on Tea

Company Backgrounder:

- [The Tea Spot, Inc.™](#) is a leading producer of handcrafted whole leaf teas and the creator of Steepware® – the modern teaware that makes daily tea easy and fun. The company's model of social entrepreneurship incorporates its mission to foster health and wellness through loose leaf tea with its [10% for Wellness](#) program. Ten percent of all profits are donated in-kind to cancer survivors and community wellness programs. To date, The Tea Spot's program has touched more than 100,000 lives through their 10% for Wellness program.
- The Tea Spot's vision to modernize the loose-leaf tea experience has held steadfast since the for-profit philanthropic company was founded in 2004 by Maria Uspenski, a cancer survivor drawn to the health benefits of leaf tea during her recovery. Her message is simple and powerful: Tea in its freshest form renders exceptional flavor, unmatched health benefits and is eco-friendly. Uspenski is also the author of [Cancer Hates Tea](#), which explores a powerful, five-cup-a-day steeping habit.
- The Tea Spot is a mission-driven business, where all stakeholders matter in a Public Benefit Corporation. As a certified B Corp, The Tea Spot was one of the earliest businesses to join the movement in Colorado, and is consistently honored as a top tier "Best For The World - Community" B Corp, standards via 3rd party review, posted publicly here: bcorporation.net/directory/the-tea-spot-pbc.
- The Tea Spot's premium, award-winning loose-tea blends are micro-blended in small batches. The company's inspiring hot and cold brew teas rise to meet the challenges of modern life. Whether it's a kick to get you going in the morning or just a small escape from the stress of the day, The Tea Spot offers a handcrafted tea that's perfect for every moment. With full-leaf teas, botanicals and functional teas, the company has evolved age-old traditions to allow exquisite flavor and good health to collide in every cup.
- Steepware® is The Tea Spot's line of teaware for the emerging American loose-tea drinker who wants a simple way to make a perfect cup of tea anytime, anyplace. From insulated tea tumblers and cold brew accessories, to refined handcrafted tea steeping mugs, The Tea Spot pushes the boundaries of modern teaware to bring high-quality convenience to loose-leaf tea. The goal is to help tea enthusiasts enjoy healthy whole leaf tea daily – be that at home, in the office or on-the-go. All Steepware is lead free and BPA free.





- The Tea Spot is honored to support people along their journeys in health. Whether someone is looking to level-up the quality of their healthy hydration on-the-go or elevate their daily tea ritual, The Tea Spot has an elegant solution to fit modern lifestyles.
- The Tea Spot is a Boulder, Colo.-based woman owned and operated business. To purchase online (direct to consumer) or to learn more about The Tea Spot, visit [TheTeaSpot.com](https://www.TheTeaSpot.com). Wholesale, corporate gifting and co-branding options are also available to organizations, including retailers, grocery, spas, hotels, restaurants, natural food stores, and the outdoor and fitness industry, among others.

Executive Bios:

- **Maria Uspenski is the Founder and CEO of The Tea Spot**, where her mission is to advance and empower healthy living through premium loose-leaf tea. Uspenski is also the author of [Cancer Hates Tea](#) and was recognized as a “Top Tea Health Advocate” by the World Tea Conference + Expo. She’s been featured in leading media outlets for her success as a social entrepreneur and as a certified tea and fitness nutrition expert.
- **Jessica Kochik is CMO of The Tea Spot**. With over 10-years at The Tea Spot, Kochik heads-up brand management, marketing and eCommerce initiatives. Her analytical approach to driving growth builds upon her previous decade in project management and scientific research. She’s thrilled to combine her love of tea with The Tea Spot’s social mission of giving, to help propel the business as a force for good.

Insights/Quotes on Tea:

- **Maria Uspenski, founder and CEO of [The Tea Spot](#) and author of [Cancer Hates Tea](#), believes tea is having a real moment right now, and it's becoming the new coffee.** She says, “I feel that we're entering the renaissance of tea in the United States, with more and more people making the transition from dusty tea bags towards premium whole leaf tea. With the consumer interest and knowledge that are fueling this evolution, we're seeing an explosion of ways to combine the traditions of premium tea with the convenience of modern lifestyles. People no longer want to compromise completely on quality for convenience. With the increasingly global availability of premium teas, and with the advent of innovative teaware designs – geared toward making whole leaf teas easier to steep at home, in the office and on-the-go – western consumers can now enjoy a closer connection than ever before to the origin of the tea leaf.”
- **Uspenski is seeing a lot of innovation with tea.** “The trend towards functional ingredients in tea blends is exploding right now,” she says. “I feel the surge of this wave dovetailed immediately following the spike in green tea, and particularly matcha a few years ago. This trend won’t be going away anytime soon, because the growing awareness of tea as a healthy beverage is what still drives many new consumers its way. Another significant trend in tea, especially strong in foodservice, is the cold brew phenomenon, which follows right on the heels of the same trend in coffee. Every boutique premium teahouse, and even most major foodservice tea outlets are now offering cold brewed options for iced tea. Its smooth and subtle flavor profile, combined with the ease and consistency in preparation, make cold brew tea a perfect choice for premium restaurants and cafes. This is a trend which is becoming more prevalent and touted in consumer-ready bottled tea options as well.”





- **Uspenski says The United States is still very strongly “coffee country,” but we're seeing an increasing shift towards tea across all demographics: men, women, young and old.** “Our customer base is split almost between the genders. We also see gravitation towards tea in two of the largest and most influential generations: millennials and baby boomers. Baby boomers are becoming increasingly health conscious as they age, and they’re looking to tea for the many wellness benefits that it offers in their efforts to increase longevity and vitality. Millennials are attracted not only to the premium craft aspect of tea, but also the boom of a new crop of premium ready-to-drink [RTD] and options for tea-on-the-go that satisfy their desire for quick access to a high-quality tea product. As the millennial population grows further into adulthood and gains more buying power, this is going to send tea sales skyrocketing.
- **What types of tea trends will emerge in the near future?** Uspenski says, “Cold brew continues to be one of the coolest trends in tea, and it’s booming perhaps because of its incredible simplicity. We’re seeing new types of RTD [ready-to-drink] cold brewed iced tea products appearing monthly, as well as creative applications in foodservice. One of the attractive aspects of cold brewing for premium tea is that it can help minimize the finicky aspect of delicate higher-end teas. Another trend we’re seeing is the drive to have premium tea in the food-service arena. Leading-edge cafés, restaurants, spas and hotels are taking note of this trend and coming up with many creative ways to offer this to their customers. This can be as straight-forward as showing off a premium tea sachet infusing in a glass teapot or mug, or a glass carafe of cold-brewing tea leaves for iced tea.
- **Thoughts on tea and healthy lifestyle?** Uspenski notes, “Indeed, more and more health-conscious consumers are turning to tea and enjoying many high-quality products – especially in this time of the coronavirus. They’re drinking tea in a variety of forms, including loose-leaf, single-serve options, quality shake-and-go products, ready-to-drink teas, and cold brews – all of which make it easy to enjoy tea’s health and wellness benefits.”

Awards and Recognition:

- **Best Tea Health Advocate 2017**, World Tea Awards – Maria Uspenski
- **Best Tea Brewing Device (Non-Electric) 2018**, World Tea Awards – Mountain Tea Tumbler
- **Best Tea Infuser Travel Mug 2019**, Epicurious Gear Review – Everest Tea Tumbler
- **People’s Choice Winner 2018**, World Tea Expo: Herbal Tea Category – Turmeric Tonic
- **Silver Medal 2019**, Global Tea Championships: Loose Pu’erh Tea – Wild Harvest Green Pu’erh
- **Silver Medal 2019**, Global Tea Championships: Green Steamed Bagged – Japanese Orchid Sencha
- **Silver Medal 2018**, Global Tea Championships: Aged/Baked Oolong – 8 Immortals Oolong
- **Gold Medal 2018**, Global Tea Championships: Small Batch Iced Tea Flavored Pu-erh – Bolder Breakfast
- **Silver Medal 2018**, Global Tea Championships: Bagged Pu-erh/Dark Flavored – Bolder Breakfast
- **Gold Medal 2018**, Global Tea Championships: Small Batch Iced Tea Flavored Rooibos – Blood Orange Smoothie
- **Bronze Medal 2017**, Global Tea Championships: Hot Tea, Detox Blends – Turmeric Tonic
- **Gold Medal 2017**, Global Tea Championships: Hot Tea, Blended Green – Sweet Magnolia Green





Additional Resources:

- Download The Tea Spot's eBook, **DIY Cold Brew Tea Lifestyle Guide**. The ebook is free and available at TheTeaSpot.com/cold-brew-tea-ebook.
- Download The Tea Spot's **Tea Wellness Lifestyle Guide** at TheTeaSpot.com/ebook.
- **Cancer Hates Tea**, by The Tea Spot's Founder and CEO Maria Uspenski, can be ordered at The Tea Spot's website (TheTeaSpot.com/Cancer-Hates-Tea-book.html) or via Amazon.
- Press Highlights include: *Maxim*, *Wired*, *Forbes*, *Wall Street Journal*, *Epicurious*, *Food & Wine*, *Oprah Magazine*, and *Self Magazine* <https://www.theteaspot.com/blogs/steep-it-loose/tagged/in-the-news>.

Factoids About Tea:

- Tea is the most widely consumed beverage in the world next to water, and it can be found in almost 80 percent of all U.S. households. It is the only beverage commonly served hot or iced, anytime, anywhere, for any occasion. On any given day, over 159 million Americans are drinking tea. (Per the Tea Association of the USA Inc.)
- On any given day, more than one half of the American population drinks tea. On a regional basis, the South and Northeast have the greatest concentration of tea drinkers. (Per the Tea Association of the USA Inc.)
- The U.S. continues as the third largest importer of tea in the world after Russia and Pakistan, and literally the only western country to grow in both tea imports and consumption. (Per the Tea Association of the USA Inc.)

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