



EnlighTea®

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[www.enlightea.com](http://www.enlightea.com)

## Wholesale Program

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**Corporate Office:** 3111 Camino Del Rio North, Suite 400, San Diego, CA 92108

**Fulfilment Center:** 2127 Olympic Parkway Chula Vista, CA 91915

*[www.Facebook/EnlighTea](http://www.Facebook/EnlighTea)*

# About EnlighTea®

- Premium loose leaf tea.
- Tea Beverages & Accessories.
- EnlighTea® Cafe Brand established in 2007.
- Brand = Love, Light and Luxury
- EnlighTea Café is to tea, what Starbucks is to coffee.



# EnlighTea: Official Tea of MMA

## For Immediate Press Release

(San Diego, CA)— EnlighTea® Café and DogBoxer! Lance Foreman, owner of DogBoxer and DogFather of MMA, has endorsed EnlighTea® Café ('EnlighTea®') as the "Official Tea of MMA" ...

John Hughes is the owner of PosterAndPrint.com with 4.5 million in online traffic. With his marketing savvy, strong ties with Lance Foreman and DogBoxer, we now enter the new millennium with EnlighTea®, the "Official Tea of MMA"!

Due to their connections in the MMA arena, Lance and John Hughes, also Director of Marketing for DogBoxer and EnlighTea®, will be introducing EnlighTea® to their contacts at several Las Vegas and San Diego hotels and casinos.



Lance Foreman



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# Market Data

- Americans consume 200M+ cups of tea/day.
- 87% of Millennials drink tea.
- Starbucks acquired Teavana for \$620M for approximately 350 locations.
- David's Tea new IPO stock spiked over 40%, from \$19/share to \$27/share.

\* Data provided by Money.CNN.com June 5, 2015



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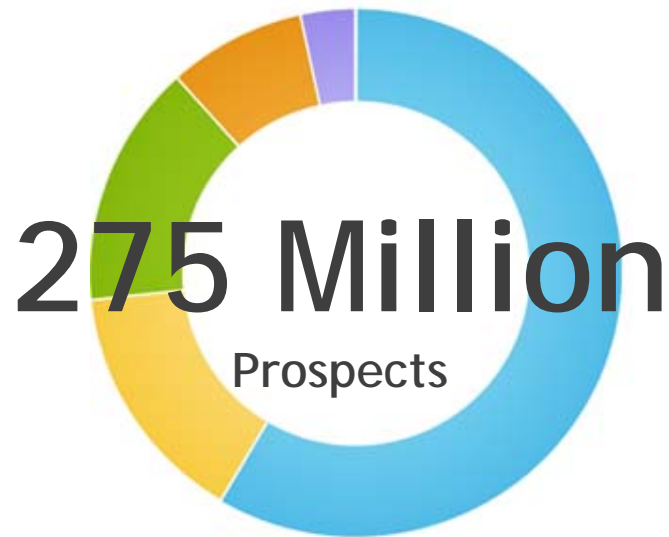
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# Who Drinks Tea?



-  Mainstream America
-  Millennials (18-35)
-  Baby Boomers
-  Specialty Tea Market
-  College/High School

Market size: \$178.9B



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# Why EnlighTea Cafe?



- Over 100 Healthy Tea Beverages.
- We Provide a "Home" for Tea Lovers.
- Healthier Alternative: Chipotle is to McDonalds, EnlighTea is to Starbucks.
- Socially Safe, Cool & Healthier Environment For All, 7 Days/Week, Early Mornings to Late Nights
- Ongoing Source of Love, Life & Luxury



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# What's In It For You?

1LB of Tea **WHOLESALE** makes you **1,077% ROI Profit**



- A 1LB bag of EnlighTea Premium Loose Leaf Tea wholesale cost at \$50.95.
- An average cup of Premium Loose Leaf Tea is sold @ \$4.
- 1LB bag of tea makes 150 Cups @ \$4 a cup.
- Total Sales = \$600

**TOTAL PROFIT: \$600 - \$50.95 = \$549.05 (1,077 %)**



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# Your Profits Example 2

1 Case of Ice Tea WHOLESale makes you 824% ROI Profit



- 1 Case (contains 12 1Gallon Bags) wholesale cost at \$103.50
- 1Gallon Bag makes 20 cups of Ice Tea
- Average cup of Ice Tea is sold at \$4
- 1Gallon bag makes 20 Cups at \$4 a cup = \$80
- 12 (1Gallon Bags in 1 Case) x \$80 = Total Sale \$960
- Minus cost of \$103.50

**TOTAL PROFIT = \$856.50 (824%)**



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# Your Profits 4oz Retail Tins

1 Case (12 Tins) makes 35% ROI Profit



= **\$18.49/Tin = \$221.92**

- 1 Case (12 tins 4oz EnlighTea Premium Loose Leaf Tea) is \$221.92
- Retail Sale per Tin is \$24.95
- 12 tins (1 Case) x \$24.95 = Total Sale \$299.40
- Minus cost \$221.92

**TOTAL PROFIT = \$77.48 (35%)**

# EnlighTea Wholesale Vs. Distributor

Participating in our EnlighTea program will INCREASE and MAXIMIZE your ROI and create new categories of customers!

Wholesale rates INCREASE your profit. Minimum first order:

- 2lbs Premium Loose Leaf Tea **\$101.90** for **\$1,098.10 (1,077% ROI Profit)**, or
- 2 Cases of Ice Tea Bags **\$207.70** for **\$1,713.00 (824% ROI Profit)**, or
- 1 case of 4oz Premium Loose Leaf Tins **\$221.40** for **\$77.48 (35% ROI Profit)**.



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# EnlighTea Wholesale Vs. Distributor

Distributor rates MAXIMIZE your profit.

Minimum order of \$500 and 1 case of tea/month.

Distributor rates INCREASE your profit. Minimum first order:

- 2lbs Premium Loose Leaf Tea **\$77.90** for **\$1,122.10 (1,440% ROI Profit)**, or
- 2 Cases of Ice Tea Bags **\$146** for **\$1,774.00 (1,215% ROI Profit)**, or
- 1 Case of 4oz Premium Loose Leaf Tins **\$162.72** for **\$136.68 (84% ROI Profit)**.

*Spreading Love, Light and Luxury while making you **MORE PROFIT!!!***



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# Celebrities Endorsements



*EnlighTea is Fantastic and Sencha with Agave is the best tea I've tasted in ages! **Brian Smith - UGG Boots Founder***



*EnlighTea is the best and you should drink it too! Coming to a town near you soon.*

***David Stanley - Elvis' Brother***



*I'm a BIG fan of EnlighTea! My favorite is Green Tea with Wild Blue Berries!*

***Frank Shankwitz - Make-A-Wish Foundation Founder***



*If you haven't tried you have to! It's my favorite brand of tea! **Kitty Shankwitz***



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# Celebrities Endorsements



*It's so enjoyable and it has stimulated my mind!*  
**Ron Klein (God Father of Inventions)**



*What you put in your body is important, and I highly recommend EnlighTea. This stuff is incredible! I use it at home, keep it on the shelf and drink it before I go to bed. I recommend it for all of my friends, family, fans, associates, all across the globe.*  
**Greg S. Reid (speaker, author, film maker)**





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# 3 Easy Steps To Get Started

**Step 1: Place order**

**Step 2: Put deposit down**

**Step 3: Sign Wholesale agreement**



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**Thank You!**

**Q&A**

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James Pham  
CEO and Founder



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