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**The Tea Spot Sponsors World Tea Expo 2018,  
Showcases Premium Whole Leaf Tea and Innovative Teaware Products**

***Boulder, Colo.-based Tea Leader to Present a Key Session at World Tea Expo,  
“Who’s Buying? – A National Brand’s View of the U.S. Premium Tea Consumer”***

**BOULDER, Colo. and Las Vegas, Nev. (June 11, 2018)** – [The Tea Spot](#), which works to empower healthy living through whole leaf tea, is sponsoring, exhibiting and presenting a key educational session at [World Tea Expo 2018](#). The conference is the leading tradeshow focused on advancing the business of tea, and it takes place June 12-14 at the Las Vegas Convention Center in Las Vegas, Nev. The Tea Spot – which can help other companies enter the tea market with premium whole leaf tea and custom Steepware® products that represent their brand – is exhibiting in booth No. 305.

“We’re excited to be a part of the global tea community at World Tea Expo 2018 – the ultimate international trade forum for premium tea. We look forward to meeting with all of the vertical market leaders that attend the event, from independent and specialty retailers, to grocery chains and mass merchants, coffeehouses and tea shops, spas, hotels, foodservice companies and beverage developers, among others.”

Uspenski, who is also the author of [Cancer Hates Tea](#), added, “By relying on years of expertise in design, development, sourcing, production and importing know-how, we can help numerous vertical-market companies benefit from tea’s popularity through our comprehensive offerings and competitive prices.”

**Highlights of The Tea Spot at World Tea Expo 2018:**

- **Presentation** – During World Tea Expo, The Tea Spot will present, “Who’s Buying? – A National Brand’s View of the U.S. Premium Tea Consumer.” The session – presented by Uspenski and Jessica Kochik, CMO of The Tea Spot – will look at today’s premium tea consumer and what makes them tick. The seminar will cover why, when and where these consumers are most likely to purchase tea. The session will also evaluate what drives these customers to tea and what brings them back for more. Attendees will learn how to follow trends in the market while staying true to their brand. Uspenski will also present “Tea Business Fundamentals” during the Tea Business Boot Camp, a pre-conference program at World Tea Expo.
- **Exhibit Showcase** – In booth No. 305, team members from The Tea Spot will showcase the company’s artisanal signature blends and single-estate organic teas. They’ll share how they can help elevate the offerings of fellow tea companies and other businesses with teaware designs and custom tea blends. The company will also present a variety of innovative products, including Steepware® Tumblers – Urban Tea Tumbler, Mountain Tea Tumbler, Everest Tea Tumbler and the Natural Elements Tea Tumbler.
- **Global Tea Championship Winners Tasting Circle** – In addition, some of The Tea Spot’s award-winning teas will be competing and featured on the show floor at the Global Tea Championship (GTC) Winners Tasting Circle. The Tea Spot teas that will be featured include: Sweet Magnolia Green (a GTC Gold Medal winner); Bolder Breakfast – both hot and iced (a GTC Gold Medal winner); Blood Orange Smoothie – iced (a GTC Gold Medal winner); and Turmeric Tonic (a GTC Bronze Medal winner).



- **Award Nomination** – The Tea Spot will also be honored as a nominee in the 2018 World Tea Awards for its Mountain Tea Tumbler, in the category of Best Tea Brewing Device (Non-Electric). The World Tea Awards honors some of the best and the brightest from the tea industry, and winners will be revealed at World Tea Expo on Tuesday, June 12, from 6 to 8 p.m. during the awards ceremony. The Tea Spot's Uspenski will also co-host the World Tea Awards ceremony.
- **Yoga and Tea** – As tea and yoga blend harmoniously, World Tea Expo will offer Morning Yoga for its attendees, presented and sponsored by The Tea Spot. The sessions take place June 13 and June 14 from 7 to 7:45 a.m. in the South Hall Lobby of the Las Vegas Convention Center.

To learn more about The Tea Spot, visit the company at World Tea Expo in booth No. 305. To purchase online, visit <http://theteaspot.com>. Wholesale, corporate gifting and co-branding options are also available to organizations, including retailers, grocery and natural food stores, and the outdoor and fitness industry, among others. Email: [sales@theteaspot.com](mailto:sales@theteaspot.com).

For additional insights, download The Tea Spot's eBook, *DIY Cold Brew Tea Lifestyle Guide*. The ebook is free and available at <http://theteaspot.com/cold-brew-tea-ebook>. Also download The Tea Spot's *Tea Wellness Lifestyle Guide* at [TheTeaSpot.com/ebook](http://TheTeaSpot.com/ebook).

#### **ABOUT THE TEA SPOT, INC.**

The Tea Spot, Inc. is a leading producer of handcrafted whole leaf teas and creator of Steepware®—the housewares tools that make loose tea easy. Its vision to modernize the loose leaf tea experience has held steadfast since the for-profit philanthropic company was founded by Maria Uspenski in 2004, 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 premium flavor, unmatched health benefits, and is eco-friendly. The company's model of social entrepreneurship incorporates its mission to foster health and wellness through loose leaf tea with its 10% Pledge. Ten percent of every sale made is donated in-kind to cancer and community wellness programs. The Tea Spot is a Boulder, Colorado-based woman owned and operated business. More at <http://theteaspot.com>.

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