

BRAND STYLE GUIDE

2014 v.101714



Numi[®]
ORGANIC TEA

Celebrating people, planet and pure tea

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1: COMPANY OVERVIEW

CORE VALUES

Celebrating People: We are eclectic individuals who encourage each other to be ourselves while celebrating our differences and similarities. We have a generous spirit and infuse kindness and respect into all of our interactions.

Nurturing Growth: Numi provides a learning culture and supportive environment that encourages personal enrichment and expects professional growth as we collectively strive for excellence.

Embracing Possibilities: Steeped in innovation, we are forward-thinking, open-minded and willing to take risks. Entrepreneurial in our approach, we embrace promising ideas and creatively realize them as a Tea'm. Each of us has the responsibility to share our ideas and ask, "What if?"

Be the Change: We are obligated to create a positive impact on the planet and our communi'Tea. Positive change is achieved through inspiration, transparency and consistency of words and actions. Our energies are focused on finding solutions.

1: COMPANY OVERVIEW

BRAND PROMISE

*Through authenticity, creativity, and
commitment to people and planet, we bring
you the purest best tasting organic tea.*

1: COMPANY OVERVIEW

PRINTING STANDARDS

SUSTAINABLE PRINTING STANDARDS

Through thoughtful choices we are committed to reducing our impact on the planet. Organic tea cultivation protects the health of farmers, the planet and you. Programs that lower and offset our carbon emissions including a solar-powered production facility

- Saves over 1,000 trees annually
- Greenhouse Emissions by 90,605 annually
- Envelopes made from 72% post-consumer waste
- Diverts landfill by 106,423 lbs. annually
- Reduces packaging use by 54,022 lbs. annually

ECO-RESPONSIBILITY AUDIT				
<i>Through thoughtful choices, Numi annually conserves:</i>				
Trees Saved	Landfill Reduced (lbs.)	Energy Reduced (000) BTU	Water Reduced (gallons)	Net Greenhouse Emissions
6,956	447,392	3,683 million	3,119,468	629,145
<i>Environmental impact estimates were made using the Environmental Paper Network Calculator. For more information visit http://www.papercalculator.org</i>				

PACKAGING:

- Natural biodegradable filter-paper tea bags; not GMO corn or plastic “silky” bags
- Recyclable boxes made of 85% post-consumer waste CCNB, printed with soy-based inks and without unneeded shrink-wrap
- Natural hemp-based biodegradable filter-paper tea bag that is verified NON GMO
- Tea tags made from 100% recycled material, printed with soy-based inks.



1: COMPANY OVERVIEW

PRINTING STANDARDS

COLLATERAL PAPER STOCKS

- New Leaf Reincarnation or comparable.
- Minimum 50% post consumer recycled
- Matte or satin water-based UV coatings

EVENT MATERIALS

- Natural materials preferred such as poplin, cotton, recyclable tyvek, corrugate, etc.
- Minimal use of vinyl or other toxic materials.



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1: COMPANY OVERVIEW

BRAND POSITIONING

TARGET MARKET

- Women 35-64 years old living in all parts of the US
- Tea enthusiasts
- LOHAS attitudes and behaviors
- College educated
- Inquisitive, seeker of knowledge, open-minded, well-informed, interested in stories behind products, a focus on inner/health
- Household income of \$75K+

FRAME OF REFERENCE

Organic Artisan Tea

BENEFIT/POINT OF DIFFERENCE

Through authenticity, creativity, and commitment to people and planet, we bring you the purest best tasting organic tea.

REASONS TO BELIEVE

- **TASTE/ QUALITY INGREDIENTS:** We use premium organic teas and herbs blended with only real fruits, flowers and spices, and nothing else.
- **ORGANIC:** We source organically grown ingredients to protect the health of our growers, consumers, and the planet.
- **INNOVATION/ORIGINALITY:** We pioneer exotic teas and herbs from remote regions of the world and use innovative methods to create unique blends.
- **FAIR TRADE:** We have a steadfast commitment to sourcing directly from growers that meet our fair trade values.
- **ECO-RESPONSIBLE:** We are at the forefront, recognized for reducing our impact on the earth by using eco-friendly packaging, non-GMO materials, minimizing our waste and offsetting our carbon footprint

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ORGANIC TEA

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1: COMPANY OVERVIEW

BRAND PERSONALITY

BRAND PERSONALITY

Must Haves

Taste appeal / Discerning palate

Values-driven, eco-conscious

Artistic, creative or appreciator of the arts, inspired

FILTERS

Worldly, well-travelled, citizen of the world

Adventurous, likes to try new & exotic things

Intelligent & well-informed

Warm & inviting

Individual, original, free-spirit, forward thinker,

likes to try new things

Down to earth



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2: LOGO USAGE

Common Usage

Numi Logo with tagline
4 color logo



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7533 U
CMYK 36|52|65|85



476 U
CMYK 29|58|78|69

Numi Logo with reverse tagline
4 color logo, dark background



7499 UP CMYK 0|3|12|0

Texture behind is an
embedded .tif duotone



7499 UP CMYK 0|3|12|0



CMYK 0|8|33|10



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2: LOGO USAGE

Tagline Specs

Numi tagline
Specs and fonts



Alignment:

Left align with the "O" in Organic
Right align with the "A" in tea

Font: Mrs. Eaves Italics
Minimum: 7.25 pt

Numi logo with tagline,
minimum size 2.15" x 1.125"



Minimum tagline size:

If logo is smaller than this, please
remove tagline.

Numi logo, no tagline
minimum size 1" x .5"





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2: LOGO USAGE

Tagline Usage

ACCEPTABLE USAGE

Size limit:

Examples - Web ads, Small print ads



ACCEPTABLE USAGE

Numi logo, no peanut shape

ACCEPTABLE USAGE:

Packaging - as 2nd reference with copy/distributor info, tea tags

Swag - small applications such as buttons or lanyards, where peanut shape is cumbersome or text only is preferred: metal embossing, etc.

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BUTTON



CARTON, BACK



ACCEPTABLE USAGE

Tagline is used as a headline:

Examples - Posters, Event signage



INCORRECT USAGE





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2: LOGO USAGE

Placement and Anchoring

When using the logo with peanut shape in collateral, it can be used to separate image elements. The midline of the logo should rest on the separating lines of the images.

SWOOSH USAGE

Alignment: Swoosh as text block or image:

Set logo peanut shape: left and right points on stroke on **top** of swoosh image area.



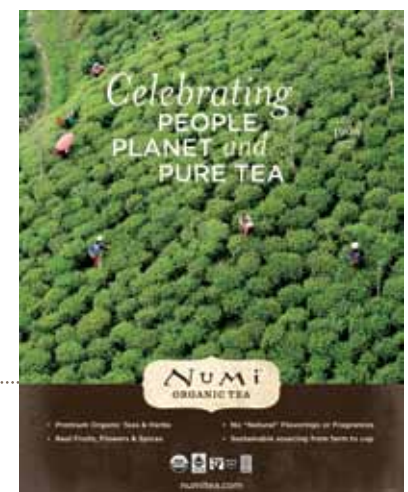
Alignment: Swoosh as header

Set logo peanut shape: left and right points on stroke **under** the swoosh image area.



IMAGE/TEXTURE USAGE

Alignment: Set logo peanut shape: left and right points on midline between photo and texture.



Alignment: Set logo peanut shape: left and right points on midline between photo and texture.



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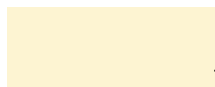
2: LOGO USAGE

Color Alternate Usages

When 4 color is not possible due to printing specs constraints, the following options may be used:

3 - color printing spec

Replace texture with solid 7499 U



7499 U



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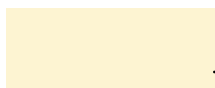
7533 U



476 U

2 - color printing spec

Replace texture with solid 7499 UP



7499 U



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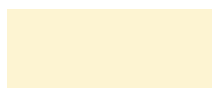
7533 U

1 - color printing spec

476 U preferred,
7499 U acceptable on dark
backgrounds.



476 U



7499 U



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3: COLOR GUIDE

CORE FAMILY

NEUTRAL BROWNS AND CREAMS

USAGES:

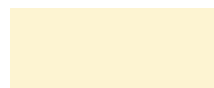
texture fill and typography



7533 U
CMYK 36|52|65|85



476 U
CMYK 29|58|78|69



7499 UP CMYK 0|3|12|0



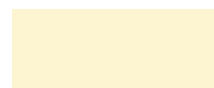
CMYK 0|8|33|10

TYPOGRAPHY USAGES:
light background



7533 U
CMYK 36|52|65|85

TYPOGRAPHY USAGES:
dark background



7499 UP CMYK 0|3|12|0

ACCENT COLORS

USAGES:

texture fill and flavor specific packaging (tags, boxes and envelope colors)



207 U



208 U



180 U



1805 U



1815 U



483 U



5| 73| 91| 1



17 | 80 | 98 | 6



179 U



Warm Red U



166 U



732 U



131 U



1535 U



130 U



730 U



465



463



456 U



458 U



581 U



104 U



362



7483



357 U



364 U



346U



349 U



5473 U



5493 U



646 U



648 U



7540 U



433 U



5135 U



511 U



508 U



506 U



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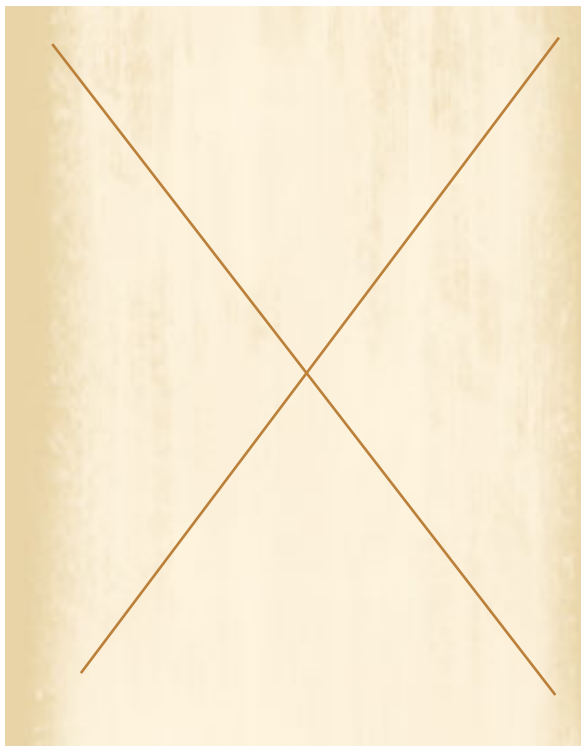
4: TEXTURES

Usage

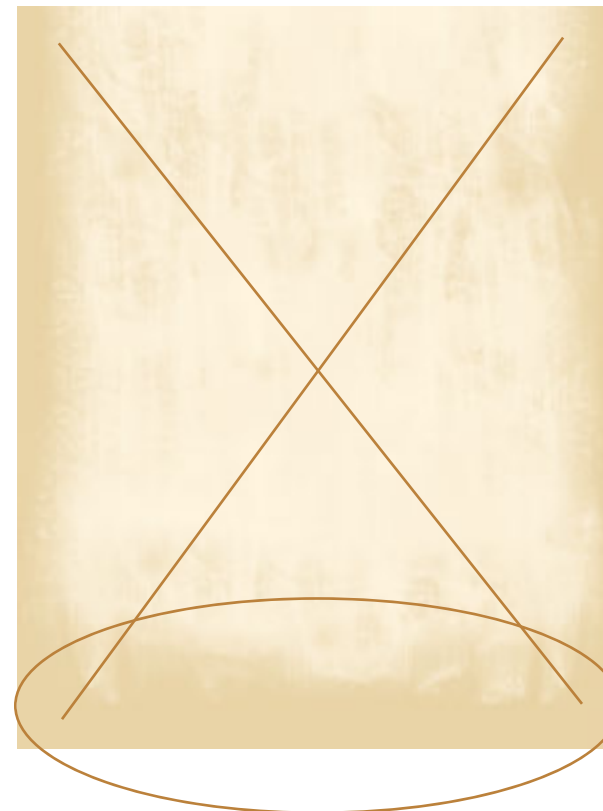
Use even horizontal and vertical proportions.
2 toned b/w .tif in indesign.



DO NOT use stain out of proportion.



DO NOT allow too much solid border around edges.



Natural Stain:
Background color: 0|8|33|10
Foreground color: 0|2|12|0



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4: TEXTURES

Styles

Use natural textures, stone, paint swabs, concrete, etc. old paper, etc.



Patterns should be worldly, ethnically inspired.





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4: TEXTURES

Texture Coloration

Foreground fill



7499 UP **CMYK** 0|3|12|0

Background fill



CMYK 0|8|33|10

Final version





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5: FONT USAGE

Standard Corporate Fonts

FONTS:

Gotham: minimum size 5.5pt
Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MrsEavesItalic minimum size: 7 pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SENTINEL: ONLY USED IN LOGO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EXAMPLES:

Assam aged with real bergamot

AGED EARL GREY™

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Ingredients: Fair Trade Certified™ organic
Assam black tea, organic bergamot.

ORGANIC TEA

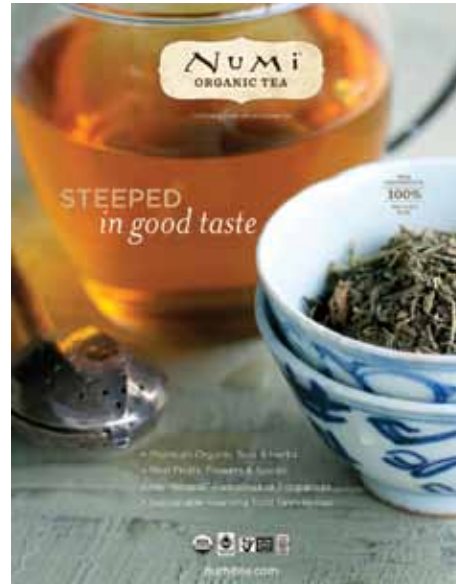
6: PHOTOGRAPHY USAGE

Real Ingredients

Original photo: usage is cropped and slight off center



Usage: Collateral



Usage: Packaging



Other examples:

Minimal propping, focus on ingredients
selective focus, natural grounds, top angle view



6: PHOTOGRAPHY USAGE

People/Fair Labor Practices

Original Photos: Photography by our executives and travelers on our tea gardens and facilities.





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6: PHOTOGRAPHY USAGE

Planet: Tea Leaves and Fields

Original Photos: Photography by our executives and travelers on our tea gardens and facilities.



6: PHOTOGRAPHY USAGE

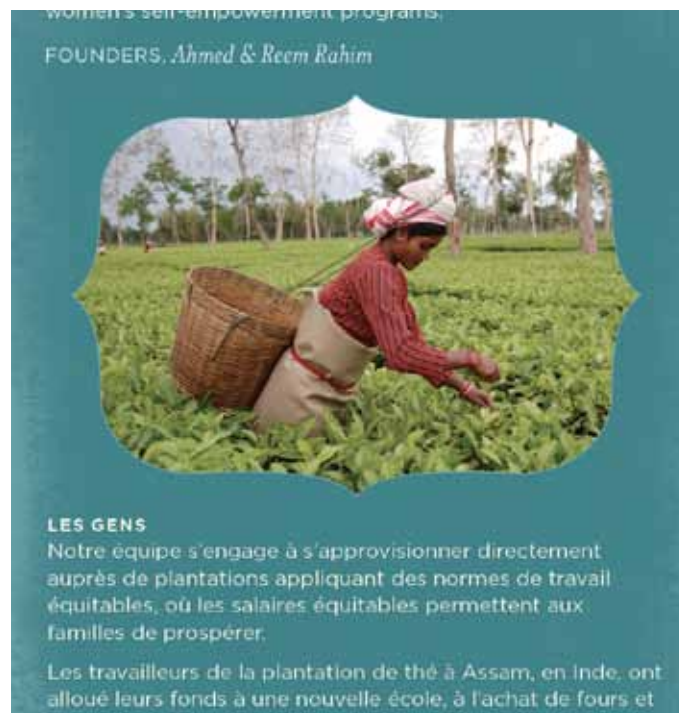
Photos in Shapes

PEANUT SHAPES

PARTIAL



FULL



RULES:

FILL peanut shape completely, or crop to bleed area.



Do not change horizontal/vertical proportions to fit photo. Instead, peanut shape may be cropped to straight edges.



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6: PHOTOGRAPHY USAGE

Photos in Shapes

SWOOSH SHAPES

DOUBLE

Numi “peanut” edges rest on stroke above filled shape.

Stroke above fill shape should be same distance from fill shape.

Stroke at bottom of filled shape should be same distance from bottom of fill shape or photo shape.

SINGLE:

Numi “peanut” edges rest on stroke above filled shape.

Stroke above fill shape should be same distance from fill shape.

SWOOSH SPECS:

stroke weight: 0.941 pt

distance from stroke to stroke .045”

RULES:

KEEP DISTANCE EVEN from stroke to fill edge

KEEP PEANUT EDGES on stroke above fill.

USE SAME FILL COLOR on stroke of filled shape.





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7: DESIGN ELEMENTS

Bullets and Line Rules

OPTIONAL BULLET: 1815 UP

Vector pasted directly into doc.

- ◆ Instead of round bullets
- ◆ Center on Lines of Copy
- ◆ Keep to less than 3 bullets

OPTIONAL COPY SEPARATION

Vector pasted directly into doc.



Japanese Dots - 1 pt stroke





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7: DESIGN ELEMENTS

Real Ingredients Bug Color and Size

REAL INGREDIENTS BUG:

used on box fronts and collateral

COLORS:

REAL
INGREDIENTS.
100%
NOTHING
ELSE.

Light - Medium
backgrounds use:
CMYK 29|58|78|69

REAL
INGREDIENTS.
100%
NOTHING
ELSE.

White or Very Light
backgrounds use:
CMYK 29|58|78|69
70% transparency



Dark backgrounds use:
CMYK 0|3|12|0

SIZE:



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Height of bug is about the same as "Numi Organic Tea"
font height in logo usage on the piece.



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7: DESIGN ELEMENTS

Real Ingredients Bug Placement

PLACEMENT:

Packaging: use in upper right region
equidistant from top and right edge
when logo is mid-point of piece

PACKAGING:

POS/COLLATERAL:

Reverse in 0|3|12|0

SIDE PANEL EXTENSION

Dark in 23|34|43|64

Poster (may be lower when logo is at top of piece)



On cartons, dotted line extends to side panel
to include bulleted points.

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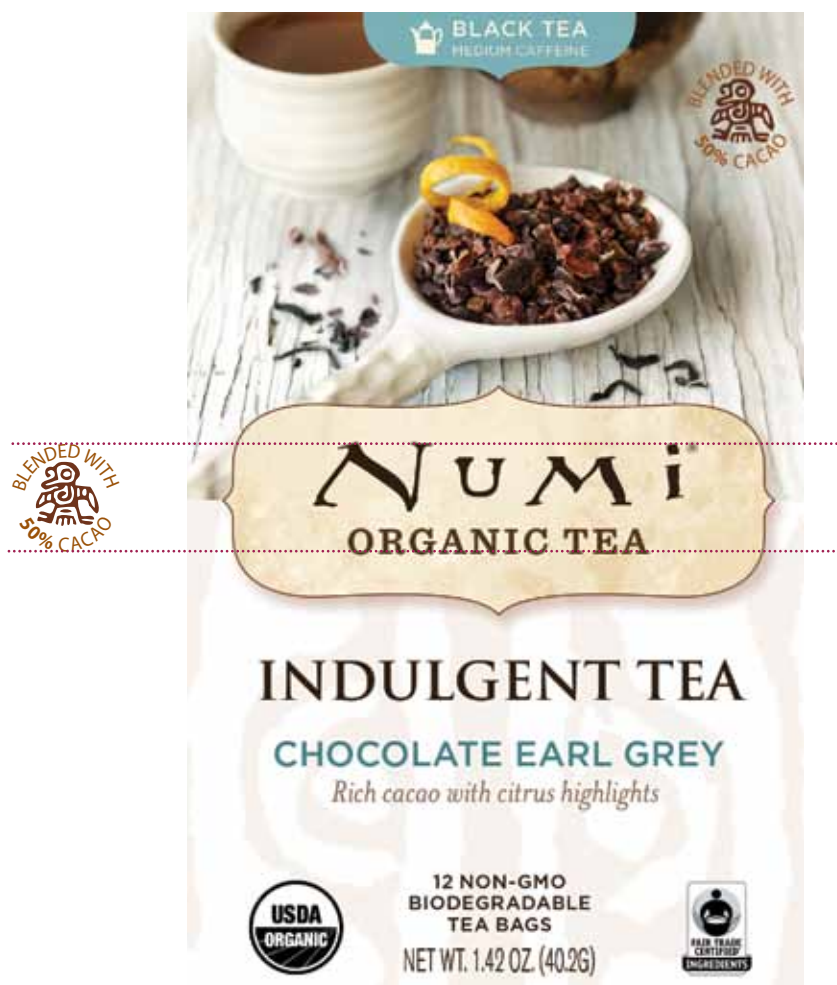
7: DESIGN ELEMENTS

Violator Bugs

OTHER FAMILY LINE BUGS:

COLOR: will vary per line

PLACEMENT: upper right of face



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7: DESIGN ELEMENTS

Flavor/Caffeine Indicator

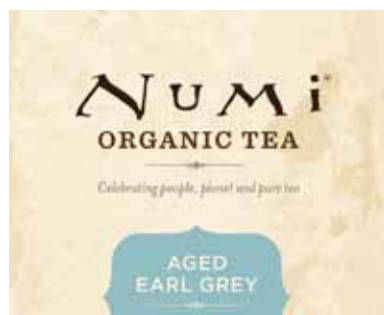
PACKAGING:

PLACEMENT:

Flavor name: 1/3 wraps over top edge of front face.

Caffeine level: Other 2/3 wraps to “bottom” edge of the carton top.

Cartons:



COLOR:

Shape will vary per flavor

FONT COLOR:

Light backgrounds:
CMYK 0|3|12|0

Dark backgrounds:
CMYK 36|52|65|85

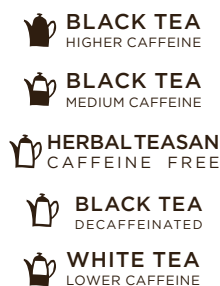


Envelopes: use 1/3 of shape



CAFFEINE INDICATIONS:

Use coordinating pot with tea type and caffeine level centered in shape.



Sampler Cards: use 1/3 of shape





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GIFT PACKAGING:

PLACEMENT:

Shape: 1/3 wraps over top edge of front face.

Can stand alone without other 2/3 wrap.

Font can be determined by design.



7: DESIGN ELEMENTS

Tea Bag Count Indicator



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7: DESIGN ELEMENTS

Title or numitea.com

COLLATERAL HEADERS:

PLACEMENT:

Shape: use 1/2 shape with 1/8" bleed over

SIZE:

On 8.5 x 11, size is increased by 150% scale for large proportion.

back header, 120% scale

Product Specifications

numitea.com
FONT: Gotham Medium

numitea.com

Product Sheets:



Demo Stands:





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7: DESIGN ELEMENTS

U.S. Certification Logos

BUG SPECS:

2-COLORS: BLACK & **CMYK** 0|3|12|0

FRONTS: US PACKAGING



U.S. COLLATERAL/E-MARKETING:



SIDES: US PACKAGING



BOTTOM: US PACKAGING & GIFTS



US EXCEPTIONS



Use the Verified Fair Labor™ bug on packaging/collateral that focuses on a product(s) with this certification. Replace Fair Trade Certified logo in this instance with the same height proportion.



Use the Fair Trade Certified Ingredients bug on packaging/collateral that focuses on a product(s) that contains some but not all Fair Trade Certified Ingredients. Replace Fair Trade Certified logo in this instance with the same height proportion.



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7: DESIGN ELEMENTS

International Certification Logos

BUG SPECS:

2-COLORS: BLACK & **CMYK** 0|3|12|0

CMYK PROCESS for most

FRONTS: EU PACKAGING & COLLATERAL



FRONTS: CANADIAN PACKAGING



SIDES: EU PACKAGING

LEFT SIDE



RIGHT SIDE



SIDES: CANADIAN PACKAGING & COLLATERAL



BOTTOM: EU PACKAGING & GIFTS



BOTTOM: CANADIAN PACKAGING & GIFTS





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7: DESIGN ELEMENTS

Certification Logos Usage

CERTIFICATION BUGS:

PLACEMENT: use in lower footer area

2 COLOR: 0|3|12|0 and black

Cartons:



Cartons:



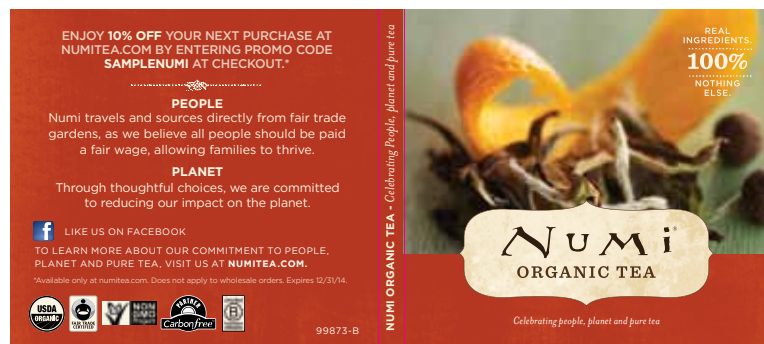
Support Tools:



Banners:



Sampler Card:



E-MAIL PROMO HEADER





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8: PACKAGING

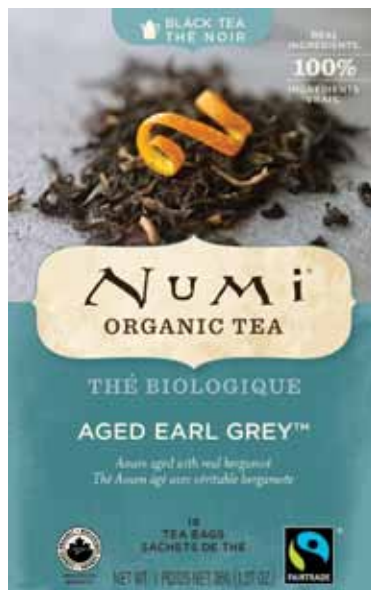
Hierachy

US

French-Canadian
Bilingual

EU Multi-lingual
(ingredients only)

Other families:



Hierarchy:

- Numi Logo prominence
- Real Ingredient Photo
- Product Family Line (if named)
- Product Name
- Product Description
- Legal Product Info
- Certification Bugs

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9: COLLATERAL Consumer: Print

Sampler Card:

ENJOY **10% OFF** YOUR NEXT PURCHASE AT NUMITEA.COM BY ENTERING PROMO CODE **SAMPLENUMI** AT CHECKOUT.*

PEOPLE
Numi travels and sources directly from fair trade gardens, as we believe all people should be paid a fair wage, allowing families to thrive.

PLANET
Through thoughtful choices, we are committed to reducing our impact on the planet.

LIKE US ON FACEBOOK
TO LEARN MORE ABOUT OUR COMMITMENT TO PEOPLE, PLANET AND PURE TEA, VISIT US AT **NUMITEA.COM**.

*Available only at numitea.com. Does not apply to wholesale orders. Expires 12/31/14.

USDA ORGANIC
FAIR TRADE
Vegan
Carbonfree

99873-B

REAL INGREDIENTS.
100%
NOTHING ELSE.

numitea.com

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Demo Stands:

numitea.com

REAL INGREDIENTS.
100%
NOTHING ELSE.

NUMi[®]
ORGANIC TEA

Celebrating people, planet and pure tea

Our exceptional pure tea taste balances richness and nuance.

#1 Brand Purchaser of Fair Trade Certified Tea in North America!

Through thoughtful choices we are committed to reducing our impact on the planet.

USDA ORGANIC
FAIR TRADE
Vegan
Carbonfree

#9954

Tear Pad Coupon:

USDA ORGANIC
FAIR TRADE
Vegan
Carbonfree

NUMi[®]
ORGANIC TEA

Celebrating people, planet and pure tea

\$1⁰⁰ OFF
ANY NUMI ORGANIC TEA BOX

Celebrate the Numi Difference!

- Premium, organic, hand-picked teas and herbs
- Real fruits, flowers & spices. Nothing else. No "natural" flavorings, fragrances or perfumes
- Infused in sustainable values

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9: COLLATERAL Consumer: Digital

Digital Online Ads:



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9: COLLATERAL Trade

Ads:



GARDEN YOUR TEACUP

NUMi[®] ORGANICS

SAVORY TEA™
Nourishing vegetable, spice and tea infusions

NUMi's latest innovation is the most groundbreaking tea to hit the market. Rooted in a creative homegrown idea, these rich and delicious blends are paving the way for a whole new tea category.

Garden Sampler
Rated 98 out of 100
by Supermarket Guru Phil Lempert

Wondering when to drink Savory Tea?
Here are several ways to enjoy a cup...

- as a satisfying snack alternative to hold you over
- as a comforting cup when you're under the weather
- as a tasty addition to your next cleanse

NUMITEA.COM/SavoryTea

Product Sheets:

TEA & HERBAL TEASAN BOXES

NUMi[®] ORGANIC TEA

Celebrating people, planet and pure tea

Our exceptional tasting teas are captured in unique blends that use the highest quality organic ingredients. We blend premium full-leaf quality teas and herbs with only 100% real fruits, flowers and spices.

100% TASTING TEA

Numi[®] ORGANIC TEA

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9: COLLATERAL Foodservice: Training

Foodservice Tools:

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What is Tea ?

All tea comes from a single plant, the *Camellia Sinensis*.
An evergreen bush, tea is grown predominantly in Southeastern Asia.

WHITE
Steep 4-5 min
at 175°F

Picked early in the spring, white tea is unprocessed and unoxidized, retaining the delicate, smooth and slightly sweet flavors of a fresh leaf.

GREEN
Steep 2-3 min
at 180°F

Green tea is unoxidized and processed by rolling, curling and shaping the leaf to unlock its vegetal, grassy and nutty flavors.

BLACK
Steep 4-5 min
at 212°F

Black tea is the bold, rich brew from leaves that have been crushed and oxidized. The tannins yield robust flavors and a full-bodied cup.

HERBAL
Steep 5-6 min
at 212°F

Anything brewed like a tea, but not from the *camellia sinensis* is called a teasan. Herbs, fruits and flowers brew flavors that range from minty, earthy, tart, sweet and floral.

LEAST ————— CAFFEINE LEVELS (per 8-10 oz cup) ————— MOST

HERBAL TEA 0mg WHITE TEA <20mg GREEN TEA <35mg BLACK TEA <50mg COFFEE 100+ mg

LEAST ————— OXIDATION SPECTRUM ————— MOST

PURE TEA

- Premium, organic, full leaf quality tea
- 100% real fruits, flowers and spices
- Unique and delicious blends that balance richness and nuance

PEOPLE

- A leading brand purchaser of Fair Trade Certified Tea in North America
- Fair trade funds provide: health-care, education and community development projects at the farms of origin

PLANET

- Through thoughtful choices, we are committed to reducing our impact on the planet
- 1st Non GMO Verified tea & tea bag

Celebrating people, planet and pure tea

Tea Service Guide

Follow these steps in serving your customers Numi Organic Tea.

- Present customer tea and flavor descriptions. Instruct to choose two tea bags.
- Rinse teapot with HOT water and pour out.
- Fill teapot 2/3 full with HOT water.
- Serve HOT tea pot and condiments immediately.
- Instruct customer to brew 2 tea bags in the tea cup.
- Steep according to flavor directions and enjoy.

Numi Organic Tea Flavors

Aged Earl Grey™
Aged aged black tea with real bergamot. Higher caffeine. Steep 4-5 minutes.

Breakfast Blend
Rich hearty blend of black teas, higher caffeine. Steep 4-5 minutes.

Chamomile Lemon
Sweet flowers and tart lemon myrtle leaves. Caffeine free. Steep 5-6 minutes.

Gunpowder Green
Full-leaf smooth green tea pearls. Medium Caffeine. Steep 3 minutes.

Moroccan Mint
Refreshing sweet mint leaves. Caffeine free. Steep 3-5 minutes.

Orange Spice
White tea, real orange peel & spice. Low-caffeine. Steep 4-5 minutes.

PURE TEA

- Premium, organic, full leaf quality tea
- 100% real fruits, flowers and spices
- Unique and delicious blends that balance richness and nuance

PEOPLE

- #1 Brand Purchaser of Fair Trade Certified Tea in the U.S. for 2010!
- Fair trade funds provide: health-care, education and community development projects at the farms of origin

PLANET

- Through thoughtful choices, we are committed to reducing our impact on the planet
- 1st Non GMO Verified Tea & Tea Bag

TO LEARN MORE ABOUT OUR COMMITMENT TO PEOPLE, PLANET AND PURE TEA, VISIT US AT NUMITEA.COM.

Celebrating people, planet and pure tea

Loose Leaf Steeping Guide

- Rinse teapot with HOT water and pour out to prepare teapot.
- Measure loose leaf tea into strainer or tea sac.
- Bring fresh water to a boil or use hot-water machine.
- Pour water over tea and steep for appropriate time
- When tea is finished steeping, remove the leaves or pour into cup
Warning: Tea left in the pot can oversteep and become bitter
- White, green, oolong & pu-erh teas may be re-steeped one to two more times

Quantity Guide

10oz teapot:
1 heaping teaspoon (3 grams) tea

16oz teapot:
2 teaspoons (5 grams) tea

20oz teapot:
1 tablespoon (6 grams) tea

Steeping Time Guide

WHITE
Steep 4-5 min
at 175°F

GREEN
Steep 2-3 min
at 180°F

BLACK
Steep 4-5 min
at 212°F

HERBAL
Steep 5-6 min
at 212°F

OOLONG
Steep 2-3 min
at 180°F

PU-ERH
Steep 3-5 min
at 212°F

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Numi[®] ORGANIC TEA

Celebrating people, planet and pure tea

Sales Tools:



Custom Tools:

Celebrating people, planet and pure tea

PURE TEA
PREMIUM ORGANIC TEAS & HERBS
REAL FRUITS, FLOWERS & SPICES
NO "NATURAL" FLAVORS OR FRAGRANCES

We hand-pick premium organic teas and herbs, blending them with only real fruits, flowers and spices. Since we use real ingredients and high quality teas & herbs (not tea dust or fannings), there is no need to apply "natural" flavorings or fragrances to create flavor. We let nature speak for itself.

BLACK	GREEN	WHITE	HERBAL
Aged Earl Grey[™] Assam aged with real bergamot. Higher caffeine Steep 4-5 minutes	Jasmine Green Green tea scented with real jasmine blossoms.	Orange Spice White tea, real orange peel and spice.	Moroccan Mint Refreshing sweet mint leaves.
Breakfast Blend Rich hearty blend of black teas.	Gunpowder Green Full leaf smooth green tea pearls.	Chamomile Lemon Sweet flowers and tart lemon myrtle leaves.	Decaf Black Vanilla Indian black tea and real vanilla beans.
Berry Black Delectable black tea and real berries.	Matcha Lemon Yerba Mate, green tea, and lemon myrtle.	Decaf Ginger Green Invigorating green tea, lemongrass and ginger.	Chamomile Lemon Sweet flowers and tart lemon myrtle leaves.
Chinese Breakfast Full leaf black tea with floral notes.	Decaf Black Vanilla Ancient healing tea with a rich bold taste.	Orange Spice White tea, real orange peel and spice.	Chamomile Lemon Sweet flowers and tart lemon myrtle leaves.
Decaf Black Vanilla Ancient healing tea with a rich bold taste.	Chamomile Lemon Sweet flowers and tart lemon myrtle leaves.	Chamomile Lemon Sweet flowers and tart lemon myrtle leaves.	Chamomile Lemon Sweet flowers and tart lemon myrtle leaves.

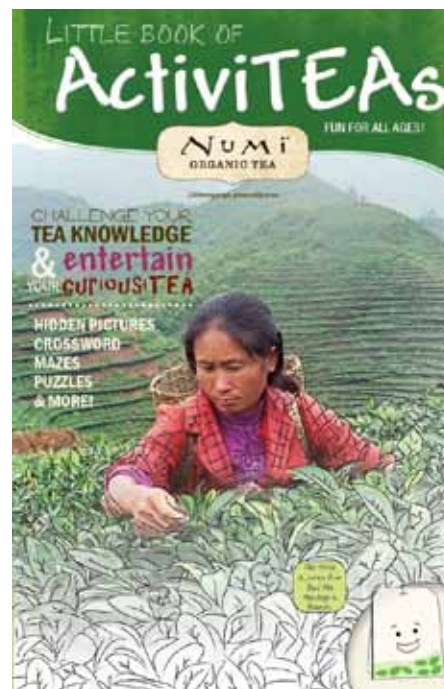
STEEPING TIME:
BLACK & PU-ERH TEA: 4-5 min.
GREEN & WHITE TEA: 2-3 min.
HERBAL: 5-6 min.

NUMI
ORGANIC TEA
100% REAL INGREDIENTS
NOTHING ELSE.

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9: COLLATERAL Tea Education

Tea Education Tools:





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Please request and we'll invite you to our box.com site.

