

TEA FORTÉ

Company Fact Sheet

Overview: Founded by acclaimed MOMA designer Peter Hewitt, Tea Forté electrified the specialty tea industry with its introduction in 2003. With a mission to create the ultimate contemporary tea experience, Tea Forté's product line includes not only loose and bagged tea, but also serving and tea trays, café cups and tea sets. Beautifully packaged, Tea Forté is perfect for gifting to friends, family and anyone who loves tea!

Tea Forté's proprietary silken tea infusers are individually hand-crafted and steep the world's finest cup of tea. Only exquisite whole-leaf teas and rough-cut herbs are used to create the most delicious blends available.

Headquarters: Concord, Massachusetts

**Year
Founded:** 2003

Distribution: Tea Forté is carried by distinguished retailers, restaurants, hotels, resorts, teahouses, cafes as well as in all Origins stores. Tea Forté is distributed in the United States, Canada, Europe, Asia and other markets worldwide. For additional information or to order Tea Forté's exquisite products please call 1-800-721-1149 or visit www.teaforte.com.

Products: **Patented Silken Infusers**
The combination of whole leaf blends, open weave fabric, and a spacious pyramid design brings together the quality of whole leaf teas with the convenience of a tea bag.

Gift Tins

The small gift tin contains two infusers and makes the perfect party favor or impulse buy. The medium tin contains six infusers, which is available in all one blend, a Sampler of six popular blends, or the new Green Tea Sampler. The large tin contains 15 infusers in two collections: the new Exotics tin, and the classic selection of five of the most popular Tea Forté blends.

Ribbon Box

The new Ribbon Box is wrapped with Tea Forté's classic green ribbon and filled with twenty infusers. This package is perfect for entertaining or personal consumption.

Gourmet Box

This sampler box features an assortment of the best selling teas. The gourmet box holds 12 infusers featuring six blends.

Bulk Pack

The bulk pack holds 48 infusers, sealed in four freshness sleeves of 12. This is designed for regular tea drinkers, fine restaurants, spas, resorts and event planners.

Loose Tea Tubs

Each unique diamond- shaped tin holds enough loose tea to brew 30 – 40 servings. The tea is packaged in a freshness sealed foil bag.

Tea Trays

These ceramic trays offer a dramatic and festive presentation of the silken tea infusers and enhance the ceremony of Tea Forté. Decorative and functional, these trays hold the infusers between steepings. The trays are gift boxed in sets of two. Available in Celery Green, Butter Yellow, Terra Cotta and Bone.

Tea Trestle

A must-have for at-home entertaining with Tea Forté. The Tea Trestle lets you line up five of your favorite teas to present to your guests at your next gathering. Available in ceramic Celery Green or Bone White.

Café Cup

Tea Forté created an elegant porcelain teacup ensemble as a perfect match to the silken infusers. The custom cover keeps tea hot while brewing and reveals the signature leaf. The Café Cup completes the Tea Forté experience and is beautifully packaged in a custom wooden box.

Oval Tray

This tray is designed to hold a Café Cup and tea tray, with room left for other treats. This artful maple serving tray is the perfect way to serve Tea Forté.

NEW - SoHo plates

Tea Forte continues to transform the ceremony of tea with festive Soho Plates. Mouth-watering delicacies presented on these plates add color and drama to any setting. Mix and match with our colorful Tea Trays. A set of four plates comes in a custom wooden box. Available in Celery Green, Butter Yellow, and Terra Cotta.

NEW - Tear Drop Tea Set

A clean and contemporary tea set. This modern composition of soothing forms draws on both Eastern and Western designs. Proportioned to brew one silken tea infuser. The set includes the teapot, creamer and sugar, two cups and two Tea Trays. Packaged in a luxurious, green gift box.

Presentation Tray

This solid hardwood tray with polished metal inlays displays up to 24 infusers in tidy rows. This presentation tray is an excellent way to present a large tea selection.

TEA MENU

White Teas: (caffeinated)

White Ambrosia

Our fine white tea melds seamlessly with delectable fruits, vanilla and slices of coconut to create a cornucopia of tropical delights. Healthful, yet sinfully flavorful, with a liquor that begs to be savored. Steep as long as you like and enjoy at your leisure.

Green Teas: (caffeinated)

Sencha

One of Japan's finest. Our steamed green tea steeps a pale and delicate green liquor bringing to mind the freshness of meadow greenery. A hint of roasted chestnuts waifs from every cup.

Oasis

True to its name, this welcoming blend of fine green teas, spring flowers and citrus boasts a delicate and alluring character. Refreshes as it relaxes your mind. High in antioxidants. A true respite from the stress of everyday life. Restorative and rejuvenating.

Green Tango

Deliciously fragrant mangoes scent every cup of our lightly steamed green tea. A hint of the tropics in every satisfying sip. Spring grown leaf teas, sweet mango, and delicate flower petals add their magic to this flavorful and aromatic blend.

Jasmine Green

The enchanting scent of night-blooming jasmine is captured in every cup of this light and floral green tea. Spring grown and scented in remote gardens of south China, our beautifully styled green tea leaf steeps a seductive infusion. Flower petals add to the allure.

China Gunpowder

Green tea leaves hand rolled and styled to protect their precious cargo of aromatic oils. A short steeping will release the sweet aromas and full-bodied flavor of this sought after and healthful tea. High in antioxidants.

**Oolong Teas:
(caffeinated)**

Formosa Oolong

Our single estate fine leaved Formosa tea steeps a cup a bit bolder than a green yet more delicate than a black tea. Known worldwide for its slightly nutty and lightly roasted flavor this tea will satisfy a most discriminating palate.

**Black Teas:
(caffeinated)**

Forte

Our signature blend of fine Ceylon black leaf teas with a sprinkling of delicate jasmine flowers. A truly elegant, medium-bodied and slightly floral cup results from every steeping of this smooth and satisfying blend. Worthy of our name in every way.

English Breakfast

Classic breakfast tea at its finest. Rich and smooth flavor with a full body and aroma. Our perfectly balanced blend of superb India teas steep a great cup, morning, noon or evening. Try this tea straight up or add milk and sweetener to taste.

Decaf Breakfast

We have traveled to the Eden-like island of Sri Lanka to find this delicious decaffeinated tea. Rich, elegantly simple, and fully satisfying. A great night's sleep is guaranteed.

Earl Grey

Our elegant classic incorporates the most flavorful China black tea with first-pressed oils of the bergamot orange. A finely balanced citrus-like cup, slightly floral, deeply satisfying. Marigold petals and safflowers heighten the experience and add a bit of contemporary sparkle.

Black Currant

Fruity and inviting aromas rise from every cup of our rich China black tea. Infused with black currants and blended with blackberry leaves. Naturally sweet, fully satisfying, and unabashedly habit forming.

Bombay Chai

This enticing blend of fine Indian black teas and rare spices flaunts a deliciously aromatic and flavorful cup. Spicy, yet well balanced. Travels through the exotic paths of India could not yield a more satisfying tea experience.

Orange Pekoe

One of our classic black teas. Simple and simply delicious. Our Orange Pekoe tea is sure to surpass every expectation. Rich yet mellow, elegantly straightforward, and perfect for every occasion.

Lapsang Souchong

Smoldering and adventurous. Clouds of cool pine and apple wood smoke envelop every leaf of this excellent China black tea, curing it to perfection. Voluptuous in character, a favorite of the early American pioneer.

**Herbals:
(no caffeine)**

Flora

A magnificent ruby red cup as clear and enticing to the eye as it is to the palate. Soft fruit notes surround every full-bodied sip. A quiet base of hibiscus flowers, cinnamon sticks and licorice root.

Chamomile Tisane

Naturally quieting with a nearly magical ability to relax the senses. Shades of citrus and vanilla add to the relaxing qualities of this wonderful chamomile tisane. Appealing to herb lovers of all ages.

Ginger

Bold and enticing with the lively character of sweet ginger. A bit of lemon verbena soothes the spirit while a hint of black pepper heightens the spicy afterglow.

Citrus Mint

Literally breathtaking, our Citrus Mint provides a chill that truly warms the spirits and amplifies the enjoyment of any meal. The perfect finale to every sumptuous dining experience.

African Solstice

This gratifyingly, fruity blend of rooibos, with wild berries, hints of vanilla and a sprinkling of rose petals. A revered herb heralding from the wilds of South Africa, our rooibos is rich in flavor, high in antioxidants.

Availability

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TEA FORTÉ

History of a Visionary Company

Tea Forté electrified the specialty tea market with its introduction in 2003. Created by American designer Peter Hewitt, this visionary line of tea blends and custom tea-based accessories was developed through years of research and a fine eye toward perfection. Hewitt set out to capture the “art of tea” and revolutionize how Americans viewed the tea experience. The result is the prestigious tea company, Tea Forté, which continues to lead the transformation of the traditional tea ceremony into an experience that is relevant to today.

Hewitt’s passion for whole leaf teas began in the local teahouses of Asia, where he discovered the complex flavor profiles of whole leaf teas and the exquisite ceremony surrounding the art of tea drinking. Through his personal discovery, he became dedicated to utilizing the artistry of the Asian tea ceremony to create a contemporary tea experience at home. To create the most innovative, forward thinking blends for Tea Forté, Hewitt consulted with chefs and restaurateurs in culinary havens worldwide. With the aid of expert tea masters based in Asia, the blends were fully developed, incorporating whole leaf teas, rough-cut herbs and flowers, to create the highest-quality tea available.

Tea Forté’s blends are enclosed in hand-packed silken tea infusers, each topped with a uniquely designed hand-wrapped wire and "leaf," which adds tone and beauty to the table while functioning as a handle. Hewitt's innovative design takes the tea connoisseur beyond a simple cup of tea and into the realm of the tea ceremony, serving as the ultimate way to entertain guests with a luxurious afternoon tea.

The inspired packaging of the silken infusers, in addition to the custom designed accessories of the Café Cup and tea tray, enhanced the elegance of the brand. With the product line fully developed and perfected, Hewitt began partnerships with high-end luxury resorts, restaurants and retailers.

In the years since its inception, Tea Forté has become the true visionary of the contemporary tea experience and a leader in the high-end specialty tea category. Tea Forté has been honored with numerous awards including the “Best Gourmet Gift of the Year” and the “Best Design and Packaging” awards presented by the NASFT. Tea Forté is based in Concord, Massachusetts.

Tea Forté Availability:

Tea Forté’s groundbreaking design and product line includes a selection of hand-crafted tea infusers and loose-leaf tea blends, serving and tea trays, Café Cups and tea sets. Elegantly packaged and enticingly delicious, Tea Forté is perfect for gifting to friends, family and anyone who loves tea! Tea Forté is carried at distinguished retailers, restaurants, hotels, resorts, spas and all Origins stores. Tea Forté is distributed in the United States, Canada, Europe, Asia, and other markets worldwide. For additional information or to order Tea Forté’s exquisite products, please call 1-800-721-1149 or visit www.teaforte.com.

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PETER LINCOLN HEWITT
Founder, Tea Forté

Peter Hewitt is an American-born designer. His passion and talent for design began as a teenager when he attended a high school dedicated to the arts. He graduated from the prestigious Rhode Island School of Design, earning his Bachelor of Arts degree in Product Design.

Peter began his illustrious career working on product design with New York-based John Lonczak Design. Peter consulted for various brands, including Prescriptives, Ralph Lauren, Dansk International, Revlon, Paloma Picasso, Crate & Barrel and Bombay Sapphire. After leaving the firm, Peter began his relationship with the Museum of Modern Art (MOMA) by creating the award-winning paper chess set for sale in their museum store and through their catalogue. Over the next decade, Peter went on to create additional items for MOMA including the famed BlossomWell vase, among many others.

Following his work with MOMA, Peter founded his own design company named Sacchi, where he designed signature items for companies including Starbucks, Barnes and Noble and Dunkin' Donuts. Peter eventually merged Sacchi with the established houseware design company Swing, and moved on to apply his talents to the tea industry.

Peter's passion for tea developed throughout his career and many trips overseas. While traveling to Asia, he developed a great appreciation for local tea culture. With a desire to bring the ceremony and experience of tea to Americans, Peter spent two years developing the design and tea blends that would become the signature of the revolutionary brand, Tea Forté. With the use of silken infusers, whole leaf teas and one-of-a-kind design, Tea Forté made a grand entrance into the specialty tea market in 2003. Peter created all product designs, production tools and techniques, packaging and corporate identity.

Today, Peter continues to use his eye for design to evolve the contemporary American tea experience created by the Tea Forté line. Working with his Tea Master, Richard Guzauskas, Peter creates delicious new blends and designs new tea accessories that define today's tea ceremony.

Peter lives in Acton, Massachusetts with his wife and two children.

About Tea Forte:

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RICHARD GUZAUSKAS
Tea Master, Tea Forté

Known as one of the most prolific experts in the specialty tea industry, Richard Guzauskas joined the talented Tea Forté team in May of 2006 as Tea Master. In his role, Richard leads the company's dynamic tea program.

Richard's career in the tea industry began in the early nineties when an article he read in *Business Week* documenting tea as a growing business sparked his interest. Richard always had a love for tea, and, as a hobby, he began creating his own blends and marketing them in the United States while gaining knowledge from the Japanese tea market.

In 1991, Richard founded the "Leaves Pure Teas" line of premium teas, one of the first specialty tea blends in the United States. He remained sole owner of Leaves Pure Teas until April 2001, at which time China Mist Tea Company purchased the brand. Richard remained as a consultant for the China Mist Tea Company through 2006, developing tea lines, traveling to the countries of origin and promoting, buying and lecturing about teas.

A well-heeled traveler, lecturer and contributor to many tea publications, Richard has taught many classes on the subject of tea. He continues to lead seminars on teas across the country and abroad. Richard was named Chairman of the Specialty Tea Institute in July 2006 and sits on the Board of Directors of the Tea Association of America.

Richard holds a Bachelor's Degree in Psychology and Business from Arizona State University. He is an accomplished pianist who also attended the prestigious Julliard University where he studied for five years. He resides in Scottsdale, Arizona.

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