

REAL
INGREDIENTS.

100%

NOTHING
ELSE.

NUMi
ORGANIC TEA

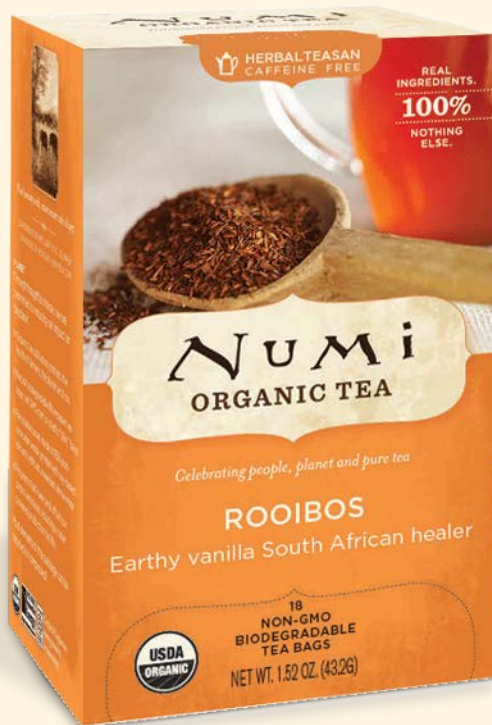
Celebrating people, planet and pure tea

numitea.com

Box Tea Flavors

Rooibos

{ Caffeine Free }

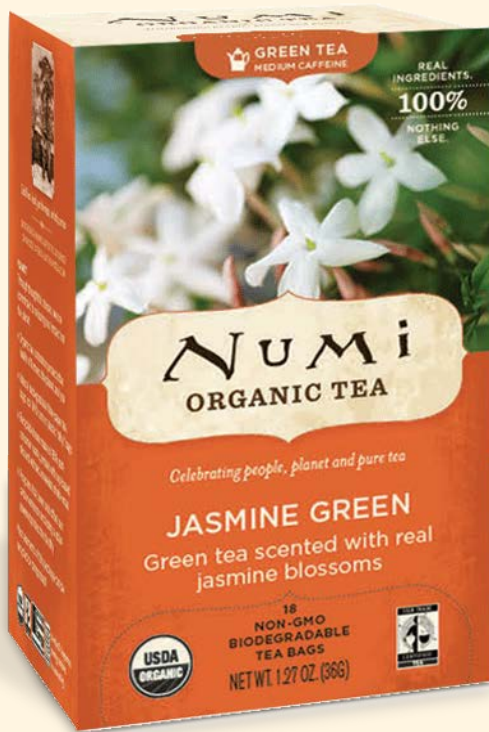


UPC 680692101027

- ◆ **Taste:** Deep earthy vanilla taste
- ◆ **100% Real Ingredients:** Organic Rooibos
- ◆ **Origin:** Cederberg Mountains, South Africa
- ◆ **Health Benefits:** Rooibos is high in antioxidants and relaxing to the nervous system
- ◆ **The Numi Difference:**
 - Sourced directly from long-standing partners in South Africa, ensuring complete control of quality and flavor
 - Larger cut size and more ingredients per bag than any other Rooibos on the US market
 - Numi was first to the US market with Rooibos in teabags

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Jasmine Green



UPC 680692101089

- ◆ **Taste:** Smooth green tea with layers of subtle floral fragrance
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Green Tea Scented with Organic Jasmine Flowers
- ◆ **Origin:** Jiangxi Province, China
- ◆ **Health Benefits:** High in antioxidants and prevents tooth decay
- ◆ **The Numi Difference:**
 - Fragrant organic jasmine flowers are laid atop organic green tea leaves and their scent is naturally absorbed
 - The scenting process is performed 3 times prior to completing production
 - The process requires 100,000 lbs of jasmine flowers to scent 50,000 lbs of tea

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Moroccan Mint

{ Caffeine Free }



UPC 680692101041

- ◆ **Taste:** Light and lively with a sweet spearmint flavor that is refreshing and soothing any time of day
- ◆ **100% Real Ingredients:** Organic Moroccan Mint
- ◆ **Origin:** Egypt
- ◆ **Health Benefits:** Aids in digestion and relieves nausea
- ◆ **The Numi Difference:**
 - Single-origin Organic Mint sourced from North Africa known as "nana mint"
 - No blending of mints from multiple locations and mint types
 - Unique flavor profile, consistent with its origin, year after year

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Aged Earl Grey™



UPC 680692101706

- ◆ **Taste:** A robust Earl Grey with subtle citrus notes
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Assam Black Tea, Organic Italian Bergamot
- ◆ **Origin:** Assam, India; Italy
- ◆ **Health Benefits:** Black tea reduces bad cholesterol and provides a boost to the immune system
- ◆ **The Numi Difference:**
 - Aged Earl Grey™ is produced in a unique method using no oils or flavorings
 - The Assam Black Tea is layered with Organic Bergamot and aged for 30 days; the fruit is then sifted out
 - During this process, the tea deeply absorbs the flavors of the fruit, allowing for a natural and robust Earl Grey - unlike any other on the market
 - All other earl Grey teas on the market are sprayed with a flavoring

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Gunpowder Green



UPC 680692101096

- ◆ **Taste:** Full-leaf smooth green tea pearls release a well-rounded, full-bodied flavor
- ◆ **100% Real Ingredients:** Fair Trade Certified organic green tea
- ◆ **Origin:** Zhejiang Province, China
- ◆ **Health Benefits:** Increases metabolism and helps prevent cancer
- ◆ **The Numi Difference:**
 - Within hours of being plucked, this rich whole leaf organic green tea is gently steamed and then rolled into small tight pearls
 - The largest leaf size and most unique tea found on the market in filter teabags
 - The leaves unfurl and expand completely after brewing

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Breakfast Blend



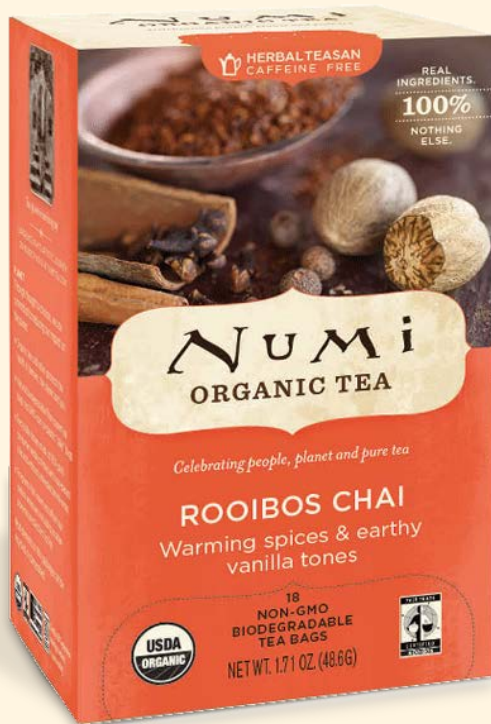
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- ◆ **Taste:** Malty Assam, robust Ceylon, brisk Chinese Keemun and hints of floral Darjeeling – creates a hearty balanced morning cup
- ◆ **100% Real Ingredients:** Fair Trade Certified org. Ceylon Black Tea, Fair Trade Certified org. Assam Black Tea, Fair Trade Certified org. Keemun Black Tea, Fair Trade Certified org. Darjeeling Black Tea
- ◆ **Origin:** Sri Lanka; Assam & Darjeeling, India; Anhui Province, China
- ◆ **Health Benefits:** Black tea is known to reduce cholesterol and prevent bad breath
- ◆ **The Numi Difference:**
 - Numi imports teas from 4 tea gardens in 3 countries for Breakfast Blend - the most diverse black tea blend on the market
 - Most competitors do not keep consistent origins with their black tea blends
 - Numi's high quality black teas do not grow astringent, regardless of brewing time

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Rooibos Chai

{ Caffeine Free }



UPC 680692102000

- ◆ **Taste:** Chai blends rich Rooibos and a sultry combination of spices - Piquant cloves, nutmeg, and cinnamon mingle with sweet allspice, vivacious ginger and a kiss of cardamom. Great with milk!
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Rooibos, Organic Cloves, Organic Allspice, Organic Ginger, Organic Cardamom, Organic Nutmeg, Organic Cinnamon
- ◆ **Origin:** South Africa; Indonesia; China; Mexico; Guatemala
- ◆ **Health Benefits:** Rooibos is high in antioxidants and relaxing to the nervous system
- ◆ **The Numi Difference:**
 - The first Caffeine-Free Chai blend on the US Market
 - Whole spices are imported, and then cut at the time of blending for best taste
 - Exceptional variety of Organic ingredients - no flavors or oils

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Toasted Rice



UPC 680692103007

- ◆ **Taste:** Smooth rich brew with a nutty flavor and savory depth
- ◆ **100% Real Ingredients:** Organic Sencha Green Tea, Organic Toasted Rice
- ◆ **Origin:** China
- ◆ **Health Benefits:** Burns calories and slows the aging process
- ◆ **The Numi Difference:**
 - Numi brings you this fine organic tea through careful sourcing and tasting.
 - Toasted Rice (or Gen Mai Cha) is a traditional Japanese green tea blended with toasted rice
 - This green tea was known as the “peasants’ tea” who added rice to make the precious tea last longer

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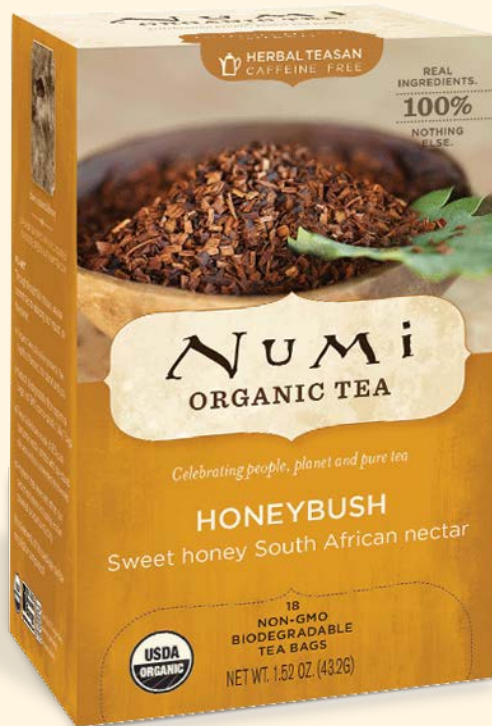


UPC 680692101508

- ◆ **Taste:** Sweet organic brew that imparts a lingering calmness with citrus murmurings
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Chamomile, Organic Lemon Myrtle
- ◆ **Origin:** Egypt; Australia
- ◆ **Health Benefits:** Lowers the risk of kidney stones and boosts immune system; calming
- ◆ **The Numi Difference:**
 - We combine fine Egyptian chamomile blossoms with Australian lemon myrtle leaves
 - Along the banks of the Nile River where our organic Chamomile grows, Fair Trade has provided marriage loans to assist young couples while all workers are given shares in the company

Honeybush

{ Caffeine Free }



UPC 680692101034

- ◆ **Taste:** Rich earthy brew with sweet honey overtones
- ◆ **100% Real Ingredients:** Organic Honeybush
- ◆ **Origin:** Cederberg Mountains, South Africa
- ◆ **Health Benefits:** Honeybush is high in antioxidants and boosts immune system; contains phytoestrogens
- ◆ **The Numi Difference:**
 - Our organic Honeybush is a secret healer rich in antioxidants
 - Numi was first-to-market and introduced organic wild-harvested Honeybush to the U.S. in 1999
 - Since then, our partners have sustainably harvested this plant as a primary source of income for the local people

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Golden Chai

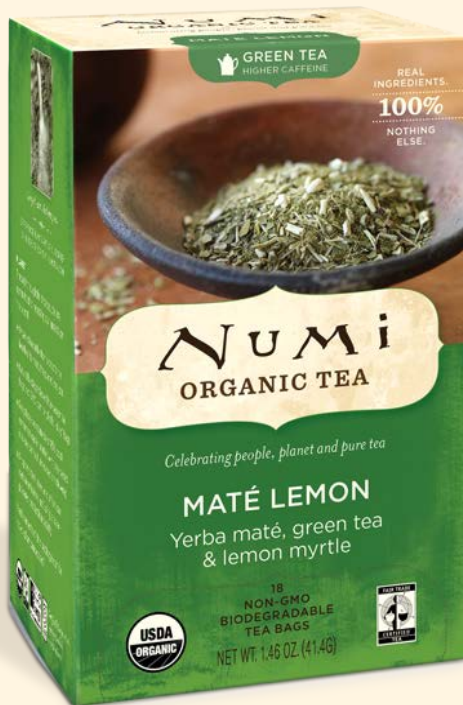


UPC 680692101805

- ◆ **Taste:** Black tea with organic cinnamon, cardamom and ginger for a rich and spicy tea. Great with milk!
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Assam Black Tea, Organic Cinnamon, Organic Ginger, Organic Anise, Organic Cardamom
- ◆ **Origin:** Assam, India; Indonesia; China; Guatemala; Egypt
- ◆ **Health Benefits:** Black tea is known to improve cardiovascular health and reduces the risk of stroke
- ◆ **The Numi Difference:**
 - Our Golden Chai is a traditional Indian treasure
 - The workers at this organic tea estate in Assam, India have allocated their Fair Trade funds towards school scholarships, new roads, mosquito nets and women's self-empowerment programs

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Maté Lemon



UPC 680692102505

- ◆ **Taste:** Lemon taste with sweet, earthy undertones
- ◆ **100% Real Ingredients:** Organic Yerba Maté, Organic Lemon Myrtle, Fair Trade Certified Organic Green Tea
- ◆ **Origin:** Brazil; Australia; China
- ◆ **Health Benefits:** Increases metabolism and burns calories; creates euphoria
- ◆ **The Numi Difference:**
 - Infusion of organic South American Yerba Maté, Australian Lemon Myrtle and green tea
 - Its stimulating effect evokes a cheerful mental lucidity
 - The green tea in this blend comes from Fair Trade gardens in Jiangxi, China. Farmers hold town hall meetings to discuss how Fair Trade funds are used to better their community.

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White Rose



UPC 680692102802

- ◆ **Taste:** Smooth, sweet white tea with fragrant rose buds
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic White Tea, Organic Rosebuds
- ◆ **Origin:** China; Bulgaria
- ◆ **Health Benefits:** White tea is known to help destroy disease causing bacteria
- ◆ **The Numi Difference:**
 - Our enchanted White Rose blends the smoothness of delicate, organic white tea with whole organic rose buds. This sweet and fragrant liaison is as provocative as it is healthy
 - The white tea in our blend comes from Fair Trade gardens in Southeast Asia where farmers democratically allocate funds to foster better health care, education and sustainable farming practices

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Chinese Breakfast



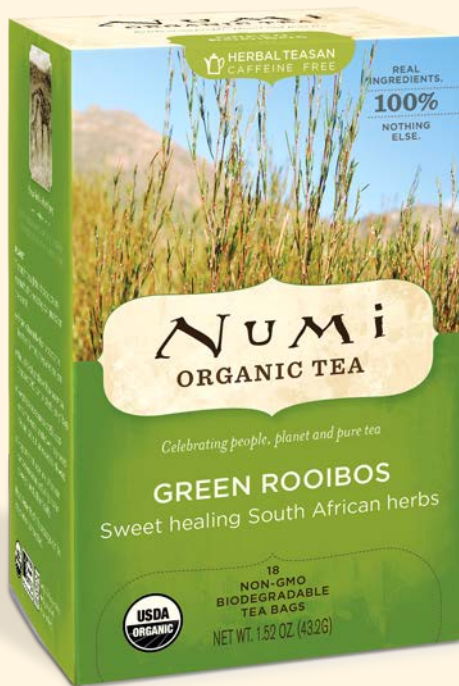
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- ◆ **Taste:** Malty and full-bodied with lingering floral notes
- ◆ **100% Real Ingredients:** Organic Black Tea
- ◆ **Origin:** Yunnan Province, China
- ◆ **Health Benefits:** Black tea is known to reduce the risk of stroke and improve cardiovascular health
- ◆ **The Numi Difference:**
 - This tea, known as *Dian Hong*, is from Yunnan, China - the birthplace of tea
 - Numi's Chinese Breakfast black tea includes the flavorful golden tips of the tea leaves to create this gourmet Yunnan style of tea
 - Many ethnic tribes in the majestic mountainous region of Yunnan, China, have cultivated this tea since the Dian Dynasty

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Green Rooibos

{Caffeine Free}



UPC 680692102109

- ◆ **Taste:** Light, woody taste accented by sweet Honeybush
- ◆ **100% Real Ingredients:** Organic Green Rooibos, Organic Honeybush
- ◆ **Origin:** Cederberg Mountains, South Africa
- ◆ **Health Benefits:** Rooibos is known to slow the aging process and relieve arthritis
- ◆ **The Numi Difference:**
 - Our South African Green Rooibos is the same plant as Red Rooibos; Numi first-to market with Green Rooibos
 - It is less oxidized thus remaining green and yielding added health benefits
 - From Numi's beginnings in 1999, Numi has worked with the same small-scale South African herb farmers that grow organic Rooibos and honeybush

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Decaf Ginger Lemon

{Decaffeinated}



UPC 680692102604

- ◆ **Taste:** Decaffeinated green tea with sweet lemongrass and invigorating ginger
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Decaf Green Tea, Organic Ginger, Organic Lemongrass
- ◆ **Origin:** Jalpaiguri, India; China; Egypt
- ◆ **Health Benefits:** Green tea is known to increase metabolism and burn calories
- ◆ **The Numi Difference:**
 - The delicate CO2 decaf process Numi uses is chemical-free and retains more flavor and health properties
 - In the Himalayan foothills of Northern India, the workers have decided to use Fair Trade premiums to build and fund schools, college scholarships and an onsite medical staff.

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Decaf Black Vanilla

{Decaffeinated}



UPC 680692102703

- ◆ **Taste:** Smooth, rich black tea with an aromatic vanilla tone
- ◆ **100% Real Ingredients:** Fair Trade Certified Organic Decaf Black Tea, Organic Vanilla Beans
- ◆ **Origin:** India; Indonesia
- ◆ **Health Benefits:** Black tea is known to improve oral health and reduce cholesterol
- ◆ **The Numi Difference:**
 - Whole, organic, aromatic vanilla beans are crushed minutes before blending into an organic decaffeinated black tea for a magnificently smooth, rich satisfying cup
 - The delicate CO2 decaf process Numi uses is chemical-free and retains more flavor and health properties

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Orange Spice



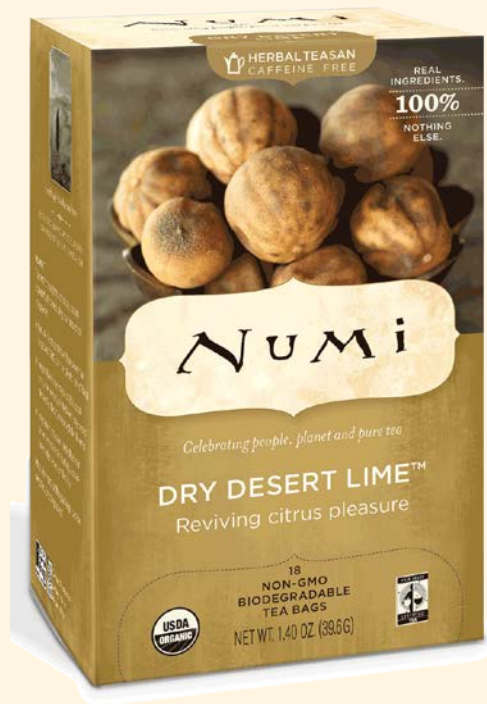
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- ◆ **Taste:** Smooth white tea balanced with complex citrus notes and luxurious spice
- ◆ **100% Real Ingredients:** Organic Cinnamon, Organic Orange Peel, Organic Cloves, Fair Trade Certified™ Organic White Tea, Organic Hibiscus, Organic Allspice, Organic Ginger, Organic Lemongrass, Organic Schizandra Berry, Organic Dried Lime
- ◆ **Origin:** India; Indonesia; USA; Mexico; China; Egypt
- ◆ **Health Benefits:** White tea is known to help destroy disease causing bacteria
- ◆ **The Numi Difference:**
 - A sublime blend of organic smooth white tea, real orange peel, schizandra berries and lemongrass
 - In Southern India, tea farmers in the hilly tropical rainforests of the Niligris District voted to use Fair Trade funds towards scholarships, health programs and life insurance

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Dry Desert Lime

{ Caffeine Free }



UPC 680692101010

- ◆ **Taste:** Distinct, tart citrus flavor
- ◆ **100% Real Ingredients:** Organic Dried lime
- ◆ **Origin:** Egypt
- ◆ **Health Benefits:** Dry desert lime contains vitamin C and provides a boost to the immune system
- ◆ **The Numi Difference:**
 - Traditionally harvested and dried in the hot desert sun, this rare Arabian dried lime has been drunk for centuries and is an oasis of health
 - This tea is the source of the name Numi - named after the Middle Eastern dried lime teasan the founders drank as children in Iraq

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Berry Black

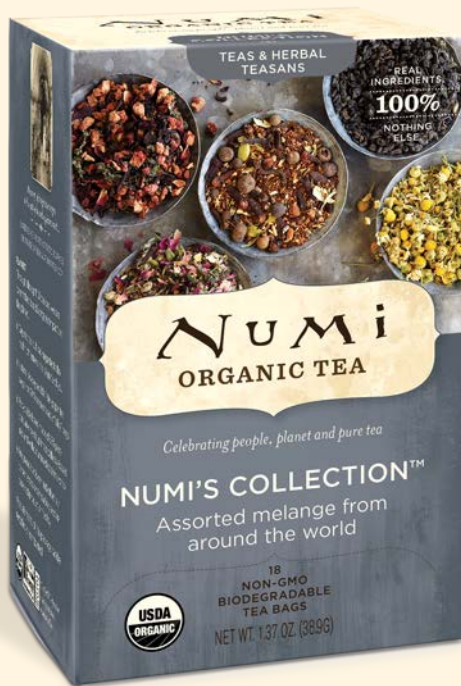


UPC 680692102307

- ◆ **Taste:** Smooth Darjeeling tea with a wild, authentic berry flavor and tart finish
- ◆ **100% Real Ingredients:** Fair Trade Certified™ Organic Darjeeling Black Tea, Organic Hibiscus, Organic Freeze-Dried Strawberries, Organic Freeze-Dried Raspberries, Organic Rosehips, Organic Raspberry Leaf
- ◆ **Origin:** Darjeeling, India; Egypt; China; USA
- ◆ **Health Benefits:** Black tea Improves cardiovascular health and reduces risk of stroke
- ◆ **The Numi Difference:**
 - Real organic freeze-dried strawberries and raspberries
 - Hibiscus and rosehips provide a fresh, tart finish
 - At the foothills of the Himalayas in Darjeeling, India, these organic Fair Trade gardens have enhanced maternity benefits, improved housing and provided dairy cows for the workers

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Numi's Collection

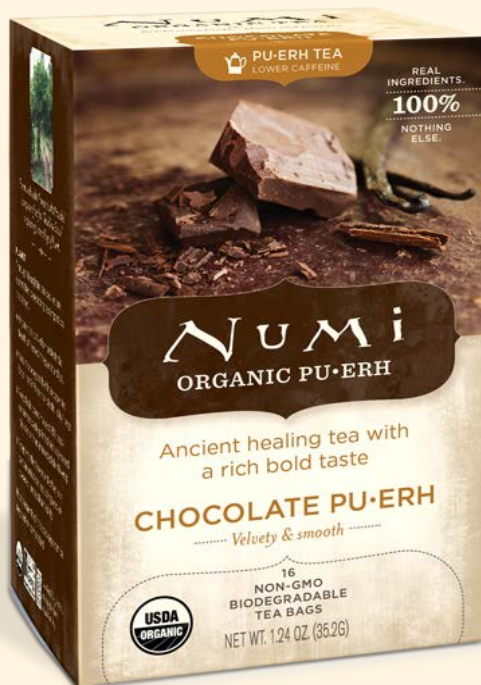


UPC 680692101102

- ◆ **100% Real Ingredients:** Gunpowder Green, Jasmine Green, Toasted Rice, Mate Lemon, Ginger Lemon, Aged Earl Grey, Breakfast Blend, Decaf Black Vanilla, Golden Chai, Chocolate Pu-erh, Emperor's Pu-erh, Magnolia Pu-erh, White Rose, Chamomile Lemon, Rooibos, Moroccan Mint, Rooibos Chai, Honeybush
- ◆ **Origin:** Assorted mélange from around the world
- ◆ **The Numi Difference:**
 - Exceptional pure tea taste
 - Balanced flavors of richness
 - Premium full leaf quality tea
 - 100% real fruits, flowers, and spices
 - Certified Organic
 - Sourced directly from fair labor gardens
 - Steeped in sustainable values

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Chocolate Pu•erh



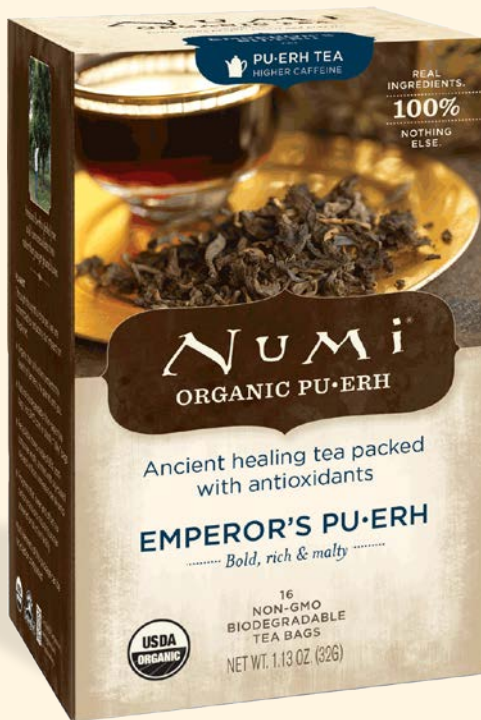
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- ◆ **Taste:** Smooth and velvety infusion of black Pu-erh tea and organic cocoa. Accented by whole vanilla beans and sweet orange peel, this decadent blend is rounded off with nutmeg and cinnamon for a spicy finish
- ◆ **100% Real Ingredients:** Organic Pu-erh, Organic Cocoa Powder, Organic Vanilla Beans, Organic Rooibos, Organic Cinnamon, Organic Orange Peel, Organic Nutmeg
- ◆ **Origin:** Yunnan Province, China; Panama; Indonesia; South Africa; USA
- ◆ **Health Benefits:** Pu-erh is known to help weight management*, improve digestion and metabolism, and naturally boost energy
- ◆ **The Numi Difference:**
 - Numi is first to launch Chocolate Pu-erh in teabags on the US market
 - Fair labor practices ensure that our Pu-erh workers are provided with equitable wages, safe working conditions, occupational training, and access to healthcare and education

Numi
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* Along with a healthy diet & exercise

Emperor's Pu•erh



UPC 680692103502

- ◆ **Taste:** Deep bold body that is smooth and earthy with hints of malt. This rich energizing tea is deeply satisfying as a coffee alternative.
- ◆ **100% Real Ingredients:** Organic Black Pu-erh Tea
- ◆ **Origin:** Yunnan Province, China
- ◆ **Health Benefits:** Pu-erh is known to help weight management*, improve digestion and metabolism, and naturally boost energy
- ◆ **The Numi Difference:**
 - Numi is first to launch Organic Pu-erh in teabags on the US market
 - These old-growth rare Pu-erh trees are communally owned by the local villagers who pick them for their livelihood, ensuring that they continue to grow for generations to come

NUMi
ORGANIC TEA

* Along with a healthy diet & exercise