



Celebrating people, planet and pure tea



Numi Organic Tea's Turmeric Chai Golden Latte™ Wins Silver sofi™ Award
3,000 Products Competed for Top Specialty Food Association Award

Oakland, CA (May 25, 2017) – [Numi Organic Tea's Turmeric Chai Golden Latte™](#) has won the sofi™ Silver Award in the Hot Beverage category in the Specialty Food Association's 2017 sofi™ Awards competition. Numi Golden Latte™ blends are calming drinks made from Fair Trade turmeric and other spices, loose in powder form, to be mixed with warm dairy or non-dairy milk.

A sofi™ is the top honor in the \$127 billion specialty food industry. "sofi" stands for Specialty Outstanding Food Innovation and represents the best of the best from members of the Specialty Food Association.

"Trending in health and wellness circles for its delicious flavor and health benefits, the Turmeric Golden Latte (aka golden milk) has recently grown in popularity as the superfood status of turmeric has surged. Numi strives to be a leader and innovator, and we are honored to add a sofi™ Award to recent recognitions for this new Numi product," said Ahmed Rahim, CEO and Co-Founder of Numi Organic Tea.

As the leading turmeric tea brand, Numi sources its turmeric from Madagascar, where the company helped fund Fair Trade certification for their organic turmeric farmers. Dedicated to improving the lives of people involved in every step of their business, the Numi Foundation [Together for H₂OPE](#) campaign has improved the drinking water infrastructure in Madagascar through the placement of 22 wells in turmeric farming villages, providing 4,000 community members with access to clean, safe drinking water.

Other accolades recently received by Numi Turmeric Chai Golden Latte™ blends include:

- [Cleanest Packaged Food Award](#), Prevention Magazine
- [Clean Choice Award](#), Clean Eating Magazine
- [Best Food for Runners](#), Runner's World Magazine
- Nexty Finalist, [Best New Mission-Based Product](#)

Numi [Turmeric Chai Golden Latte™](#) was one of 154 winners selected by a national panel of 62 specialty food experts from 3,000 entries across 39 categories. Products are judged on taste, including flavor, appearance, texture and aroma, as well as ingredient quality. All tastings are blind.

The sofi™ Awards are open to members of the Specialty Food Association, a not-for-profit trade association established in 1952 for food artisans, importers and entrepreneurs with more than 3,400 members in the U.S. and abroad. For more information on the association and its Fancy

Food Shows, go to **specialtyfood.com**. Learn more about the sofi™ Awards at **specialtyfood.com/sofi**.

About Numi Organic Tea

Founded in 1999 by brother and sister team Ahmed Rahim (the alchemist) and Reem Rahim (the artist), Numi Organic Tea is a purveyor of premium quality organic, non-GMO and fair trade certified teas and teasans. Numi blends its organic leaf teas with only real herbs, fruits, flowers and spices—not unnecessary “natural” flavorings or perfumes. Numi products are packaged in recycled-content containers and non-GMO biodegradable bags and are available in retail outlets in more than 30 countries worldwide, including the U.S., Canada, the UK, Denmark, the Netherlands and online at www.NumiTea.com. An award-winning social enterprise and founding B-Corporation member, Numi supports community development projects worldwide. To learn more, visit NumiTea.com and follow Numi at [Instagram.com/NumiOrganicTea](https://www.instagram.com/NumiOrganicTea), [Facebook.com/NumiTea](https://www.facebook.com/NumiTea), [Twitter.com/NumiTea](https://twitter.com/NumiTea) and [Pinterest.com/NumiTea](https://www.pinterest.com/NumiTea).

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,400 members in the U.S. and abroad with resources, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer **Fancy Food Shows**, and presents the **[sofi™ Awards](#)** honoring excellence in specialty food. Learn more at **specialtyfood.com**.

Numi Media Contact:

Molly Antos, Dadascope, 847-848-2090, Molly@Dadascope.com

Specialty Food Association Media Contact:

PR Department, 646-878-0130, press@specialtyfood.com