



Celebrating people, planet and pure tea

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Numi Organic Tea Announces Turmeric Golden Latte™
Organic powdered blends of turmeric and other spices

Oakland, Calif. (June 20, 2016) – [Numi Organic Tea](http://www.numitea.com), a leading premium organic tea brand, is excited to announce its newest turmeric innovation, **Golden Latte™** blends. Building on Numi's success as the leading turmeric tea brand, Numi's Golden Latte™ is available in Turmeric Chai and Turmeric Cocoa. Both are blends of organic, Fair Trade turmeric and ground spices such as cinnamon, ginger and cardamom. Unsweetened and made from only pure organic ingredients, they are intended to be mixed into warm dairy or non-dairy milk for a luscious & calming drink. They can also be enjoyed iced and in smoothies, with additional recipes available at numitea.com.

Trending in health and wellness circles for its delicious flavor and potential health benefits, the turmeric latte (aka golden milk) has recently grown in popularity, both in cafés and online, as the superfood status of turmeric has surged. Turmeric was recently cited as a top food trend by Google based on search term volume. (Google Food Trend Report, 2016)

"It's exciting to launch something as innovative as these Turmeric Golden Latte™ blends. We really observed how consumers were using turmeric and took our cues from them," said Ahmed Rahim, CEO and Co-Founder of Numi Organic Tea. "Even more exciting, these products support our H2OPE campaign that is providing clean drinking water to our Fair Trade turmeric growers in Madagascar."



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Numi's Golden Latte™ blends are Fair Trade Certified, Organic, Non-GMO, Kosher and Halal certified. Like all Numi products, they're made only from pure ingredients - never any sweeteners, "natural" flavorings or perfumes.

- **Turmeric Chai** contains turmeric, cinnamon, ginger, cardamom, licorice root & black pepper.
- **Turmeric Cocoa** contains turmeric, cocoa, coconut milk powder, cinnamon, black pepper & vanilla.

An ancient root related to the ginger family, turmeric is native to Southeast Asia and is often found in curries, giving the food its brilliant, golden orange color. Turmeric has been used in traditional Chinese and Ayurvedic medicine for centuries, and has surged in popularity over recent years as scientists have discovered its many potential health benefits.

Numi's Turmeric Golden Latte™ blends retail for \$14.99 for 2.12 oz/60g. Each box contains a re-sealable pouch with approximately 24 servings.

As the leading turmeric tea brand with the majority dollar share in the natural channel, Numi sources all of its turmeric from Madagascar, where the company helped fund a Fair Trade Certified program for its chosen turmeric farm group. Dedicated to improving the lives of people involved in every step of their business, Numi is focused on its H2OPE campaign, through which they are helping to improve the drinking water infrastructure in growing communities in Madagascar and India.

Numi's Turmeric Golden Latte™ blends will be available for purchase at NumiTea.com and Amazon.com in September and at top retail locations across the country in October 2016.

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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,



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