

We go there.

To find two leaves and a bud tea, we go there. We travel to tea gardens around the world to meet the farmers, taste the best they have to offer and learn more about the tastes, textures and aromas of tea. Whether it's the rolling hills of Darjeeling or the tropical climate of Assam, we love to learn what makes each variety of tea something worth savoring.

Our mission is to bring the experience of the gardens back to our customers. Tea is much more than a sensory experience — each cup transports you to a country of origin. Tea is a refined, historical beverage enjoyed around the world. When you sip our tea, you go there.

The origins of two leaves and a bud

Two leaves and a bud founder Richard Rosenfeld discovered the world of tea during many years of travel in Southeast Asia. Doing business in that area of the world is synonymous with business meetings held over a cup of tea, and before he knew it, he was looking for a good cuppa' tea everywhere he went ... but having a hard time finding one.

Richard established relationships with tea growers in the tea regions of China, Sri Lanka and Japan, to bring premium, whole-leaf tea from the best harvests to those who truly have a passion for tea. Two leaves and a bud brings gourmet tea to those who aren't lucky enough to live where tea is grown.

Two leaves and a bud tea company is named for the essence of good tea — the top two leaves and a bud of *Camellia sinensis*, the tea plant.

About the tea

The full, complex flavor of a cuppa' tea starts with the whole leaves in our biodegradable tea sachets. Because our tea is never blended with less expensive "filler teas," and our sachets have room for full leaf herbs, flowers and fruit pieces, each cup of two leaves and a bud has a nuanced, delicately balanced flavor. Tasting our tea includes a full range of flavors we call the "top note," "middle note" and "finish."

Each of our sachets includes about 2.5 grams of premium tea picked in a single geographic region, during the best harvest or "flushes." Most of our teas are USDA certified organic — chemical-free and pesticide-free.

Two leaves and a bud tea company has received recognition around the world, including a Best New Tea award for 2005-2006 from the Specialty Coffee Association of the United States. In 2006, our Earl Grey Tea won the Peoples Choice Award at the Great Canadian Tea Steep-Off.

About our sachets

Press Inquiries Contact:

Naomi Havlen, Communications Manager • naomi@twoleavesandabud.net • 1.970.927.9911

two leaves and a bud

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Forget the “tea dust” that other companies offer in paper tea bags. Our biodegradable, pyramid-shaped tea sachets are designed to give our whole leaf tea the space to expand, infusing each mug with big flavor. Two leaves and a bud has 18 different teas in sachets — black, green, white and herbal teas. Our customers love the simplicity of getting the best tea in a convenient sachet, and we like offering plenty of choices.

Our values

We believe that great tea comes from having a personal relationship with the farmers in tea gardens around the world. That’s why two leaves and a bud travels to the tea gardens to meet growers and find the best, organic whole leaf tea for our sachets. Drinking a better cuppa’ from two leaves and a bud is like taking the journey with us.

We also work directly with growers to develop the best tasting organic teas anywhere — a new tea bush takes seven years to grow to maturity and produce tea, but we think it’s worth the wait.

We pay more for our quality teas. As a result, more money goes to the garden and the growers. Some of our teas are “Fair Trade” certified, and all of our teas are of the highest quality, therefore bringing the most revenue to the garden. Tea growers are proud of their work, and it brings them great joy when we ask for the very best.

We also do everything we can to find the best organic tea — a difficult challenge that we’re committed to, like finding great organic wine. All but two of our tea sachets are USDA certified. Chemical-free and pesticide-free, our teas are good for the earth, and good for you. We also meet European pesticide residue standards, which are significantly more stringent than U.S. standards.

At the end of the day, we don't see a difference between our consumers and ourselves. After all, we drink two leaves tea every day.

US:

Richard Rosenfeld, owner and founder: Rosenfeld had traveled the world, tasted lots of tea, and just wanted to find a good cuppa when he got home. It's a good thing he created two leaves and a bud, or the airline baggage fees from bringing suitcases of tea home from Asia would really have added up by now. His motto: "Life's too short for cheap tea."

Phillip Edelstein, director of marketing: Phil comes to Colorado from Philadelphia, where he was a Strategist with the Brownstein Group, a marketing company. He plans on helping the company develop its brand identity. As a fledgling Colorado resident, he's earning his stripes by going snowboarding, hiking, and taking his dog, Sophie, to the dog park.

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Naomi Havlen, communications manager: Naomi loves the social interaction of working on the two leaves and a bud Facebook page, blog and public relations work. She came to the tea company with a background in community journalism. A journalist at heart, she loves free stuff, and therefore loves the "free tea" perk that comes with her job.

Jen Okeson, customer service manager: Jen has no problem selling two leaves tea to the world — partially because she loves the tea, and partially because she's a true workaholic. She now works from her home in New Jersey, and regularly speaks to 80-some distributors. Jen is always on the hunt for the next café or market that could be selling two leaves and a bud.

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Quick facts about two leaves and a bud tea co.:

Basic Background:

- Date Founded: 2002
- Location: Basalt, Colo., just 20 miles from Aspen
- Number of employees: 8

Contact Information

For press inquiries, please contact:

Naomi Havlen, Communications Manager

Email: naomi@twoleavesandabud.net

Office Phone #: 1.970.927.9911

Address:

23400 Two Rivers Road, Suite 45

Basalt, CO 81621

Web Site: www.twoleavesandabud.com

Facebook: www.facebook.com/twoleavesandabud

Twitter: www.twitter.com/twoleavestea

Blog: www.twoleavesandabud.com/blog

Products:

- Sachets of black, green, white, red and herbal teas.
- Wide selection of loose teas
- Elephantino tea pot
- Café Orzo

Awards:

- Best New Tea award for 2005-2006 from the Specialty Coffee Association of the United States.
- 2006 Peoples Choice Award for Earl Grey Tea at the Great Canadian Tea Steep-Off.

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