



THE TEA OSOPHY PHILOSOPHY A MODERN DAY TALE OF AN ANCIENT RITUAL

Tea's Roots in America

The story of tea began thousands of years ago in ancient China. A surprise meeting of tea leaves and hot water led to the world's oldest beverage - one that has been enjoyed by almost the entire world throughout history. Tea has been at the center of controversy, wars and has brought people together. Its influence on the world's culture, including America's, is undeniable.

In the United States, tea has been accessible for centuries and played important roles in early American trade, the American Revolution, and most notably, the Boston Tea Party. Americans are responsible for a couple of significant tea inventions, including tea bags and iced tea. Americans also followed trends set by the British, such as tea services and tea dances. The nation's love affair with tea continued throughout the 20th century, as the ritual of sipping tea became a symbol for relaxing afternoons spent lazily chatting with friends or curling up with pets.

Today many Americans still attempt to hold a place for tea in their hectic lives. They sacrifice flavor and quality for the convenience of a quick cup of tea so they can still enjoy it - if only in between meetings and carpools.

Technology Reinvents the Ritual

With the burst of the high-tech bubble and world events of the last several years, Americans are searching for ways to bring peaceful rituals back into their lives - but with awareness that their time is still precious. That's precisely why Teasophy is using technology to reinvigorate the ancient ritual of enjoying a good cup of tea.

From the gentle hand that plucks the leaf to the eye that delights in its exotic dance as it comes to life in your cup, Teasophy believes there is a connection between humans and tea. Its power to invigorate, to soothe and to truly warm the soul is magical. It's not just a beverage, but a way of life. Teasophy's business model, from the way it packages its tea to the tea itself, embodies these beliefs.

Teasophy's rare pyramid shaped silken mesh tea pod is designed to allow water to circulate around the tea leaves, making them "dance," or expand and move more freely than in traditional flat tea bags, while infusing their full flavor and aroma into every cup. It offers tea drinkers a chance to enjoy the quality and taste that only leaf teas deliver, but without the hassle of tea balls or leaves floating in the cup.

Teasophy also distinguishes itself from other teas with its high-quality leaves, imported directly from some of India's more prominent estates. The brand's creator, George Paulose, is an Indian native with business connections in the country that have allowed him to personally taste and choose his teas. George chooses only the best leaf teas from different growing regions in India, resulting in seven varieties of tea - each with its own flavor as a result of its climate and elevation.