



The Harris Tea Journey

It takes many contributors to deliver our tea products.



Our teas are the result of a meticulously choreographed effort performed by various teams within Harris Tea. Let's explore two of our key departments that contribute to delivering the finest teas.

Origin/Sourcing

At Harris Tea, we go beyond mere provision—we provide expertise that elevates every sip. With over 200 years of combined sourcing experience, our tea knowledge stands unrivaled. It's the secret ingredient that consistently delivers the finest, most authentic tea products to our customers, all while contributing to their bottom line.

But what sets us apart? These are no ordinary skills; they're the essence of our craft. Our dedicated tea sourcing team is a league of connoisseurs.

R&D

Our Research and Development (R&D) team specializes in custom formulation and matching tea blends along with developing innovative products that help make foodservice operators more successful and satisfy customers. They draw from over 250 stock ingredients to create an ever-evolving and consistent array of teas.



TEA RECIPE

Ginger Citrus Iced Tea

EIGHT SERVINGS:

- 6 Single Serve Black Tea Bags
- 1 Small 1" Piece of Ginger Sliced
- 1/4 C Granulated Sugar, or to Taste
- 2 Lemons Sliced
- 2 Oranges sliced
- Ice

Method:

Add ginger and sugar to 2 qt pitcher. Add tea bags.

Pour 3 cups boiling water over tea and ginger and steep for 5 minutes.

Remove tea bags, add 3 cups cool water, oranges, and lemons. Stir to combine.

Refrigerate until cold.

Strain fruit if desired, and pour over ice to serve.



TEA TRENDS TO WATCH

HIBISCUS FLAVOR:

Hibiscus is noted as one of the fastest-growing flavors in iced tea on U.S. restaurant menus, seeing an increase of 21.6% in the past year.

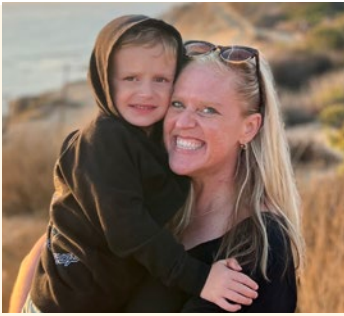
TEA TO ENHANCE MOOD:

Tea ranks as a preferred beverage and flavor in terms of matching consumers' mood or need. This is a no brainer for brands looking to innovate with mood enhancement in mind.

HERBAL TEAS:

Consumers are open to drinking teas at all times of the day, during lunchtime and into the evening leading to open even more opportunities for herbal teas.

Source: Synergy® Insights



Meet Heather Gricus, Harris Tea Senior Regional Sales Manager, Central

We'd like to introduce you to Heather Gricus, Harris Tea's Senior Regional Sales Manager, Central. Heather is proud of the people and the resources she represents. As part of Harris Tea's incredible team of tea experts, Heather helps it look easy to bring quality teas to all of her customers.

She is proud to say that she's never lost a cutting to a competitor and that says a lot about the company and products represented. With Harris Tea for over 17 years, Heather brings a unique perspective to her position. She comes from a family with a great deal of foodservice experience. Her grandfather worked in the industry and brought her father into the business early in his career. She watched her dad's career in distribution sales and

in 2016, Heather saw her father realize his lifetime dream of opening a restaurant.

Today, virtually everyone in her family now plays a role in running that restaurant, so she has personal experience in understanding the unique issues operators face.

This knowledge influences her desire to deliver tea products that help foodservice operators reduce labor and inefficiencies in the kitchen.

What's Heather's favorite tea? When she's not drinking black tea, Rooibos Chai is one of her favorites.



Meet Chelsea Balchikonis, Manager of Sales Insights & Analytics



With Harris Tea for over six years, Chelsea Balchikonis supports a multitude of business areas with sales insights and analytics. That support includes analyzing/interpreting data from both internal and external sources, compiling insights, and communicating learnings to help grow the business.

Over the years Harris Tea has invested in partnerships with some of the world's most

recognized and respected data research firms including Circana, Nielsen, Mintel, Technomic and Datassentials. These relationships, paired with Harris Tea's in-house expertise, afford Chelsea's team the tools to identify opportunities in new and emerging markets for both Harris Tea and Harris Tea customers. While her expertise is the United States tea market, Chelsea and her team also work with Harris Tea's sales teams in Canada and the United Kingdom.

Whether it's hot tea or iced tea, Chelsea is the point of contact to deliver data insights that drive innovation and sales.

What is Chelsea's favorite tea? Well right now she prefers a hot cup of Raspberry Leaf Tea.

FOODSERVICE TEA FACTS

- Q** How many countries is tea grown in?
A Tea grows in more than 50 countries but primarily in Asia and Africa. It's also grown in the Black and Caspian Seas and in South America.
- Q** How is matcha tea made?
A The tea leaves used to make matcha are a type of green tea called tencha. Tencha is ground into a fine powder and comes from Japanese words: "Ma" means "ground," while "cha" means "tea."

THE LAST SIP

"While walking the Natural Food Products Expo in Anaheim, I noticed chai was not as prevalent as it was in years past. Perhaps it's gone as mainstream as black and green tea, but I still don't see it called out on menus. Perhaps more operators should look at featuring chai, especially paired with a desert and capture this snack menu opportunity."



Tass Rupp, Sr. Director of Marketing, Foodservice