



Tea Association

of the U.S.A. Inc.


Peter F. Goggi
President

Tea Association
of the U.S.A. Inc.

Tea Association of the USA, Inc.

- Tea Association -  Tea Association[®]
of the U.S.A. Inc.
 - Formed in 1899 to protect the Tea Industry in the USA from harm
 - For over 119 years it has defended the industry

- Tea Council -  Tea
TEA COUNCIL
OF THE U.S.A. INC.
 - Formed in 1950 to Generically Promote Tea
 - Since 1991 actively promoted Tea & Health

- Specialty Tea Institute –  Specialty Tea
Institute
 - Established Tea Education Arm in 2002, which has become an Industry Standard

Tea Association[®]
of the U.S.A. Inc.



Tea Association of the USA, Inc.

Vision

To enable sustainable growth of the US Tea Market as a whole while guiding our membership through an ever changing external environment.

Mission

The Tea Association of the USA is the recognized independent authority on Tea, acting as the official voice for its members on issues related to the tea industry.

Values

Our Core Values are to be ethical, knowledgeable, collaborative and forward looking in all our activities.

2016 - 2020 Strategy

Regulatory

Ensure the Industry is made fully aware of applicable U.S., EU, etc., Regulations and their impact .

Guidelines

Propose and implement Standards for the Tea Industry in areas not governed under current U.S. Regulations, as well as in white spaces created by new products, forms and consumer trends.

Membership

Drive Association, STI and Council to be an invaluable resource to its members.
Ensure Financial Viability of the Tea Association by maximizing membership.

Education

Be the premier choice for education by those seeking to learn about tea.
Be the recognized source of tea knowledge for those in the Specialty Tea space.

Communication

Enhance communication to all members by leveraging technology, industry networks, membership collaborations and global industry experts.
Ensure Tea & Health Messaging remains focused, rooted in science and undiluted.

Talent & Staffing

Have the right people with the right skills in place to support the Association.
Leverage the expertise of the Association's Membership to drive tea.

Growth of the Tea Market in U.S. Dollars

1990 \$Value by Type

▶ Traditional	\$ 0.87 Billion
▶ RTD	0.20 “
▶ Food Service	0.50 “
▶ Special	0.27 “
▶ Total	<u>\$1.84 Billion</u>

2017 \$Value by Type (Est)

▶ Traditional	\$ 2.58 Billion
▶ RTD	6.00 “
▶ Food Service	1.50 “
▶ Special	2.50 “
▶ Total	<u>\$12.50 Billion</u>

❖ Green \$20 Million

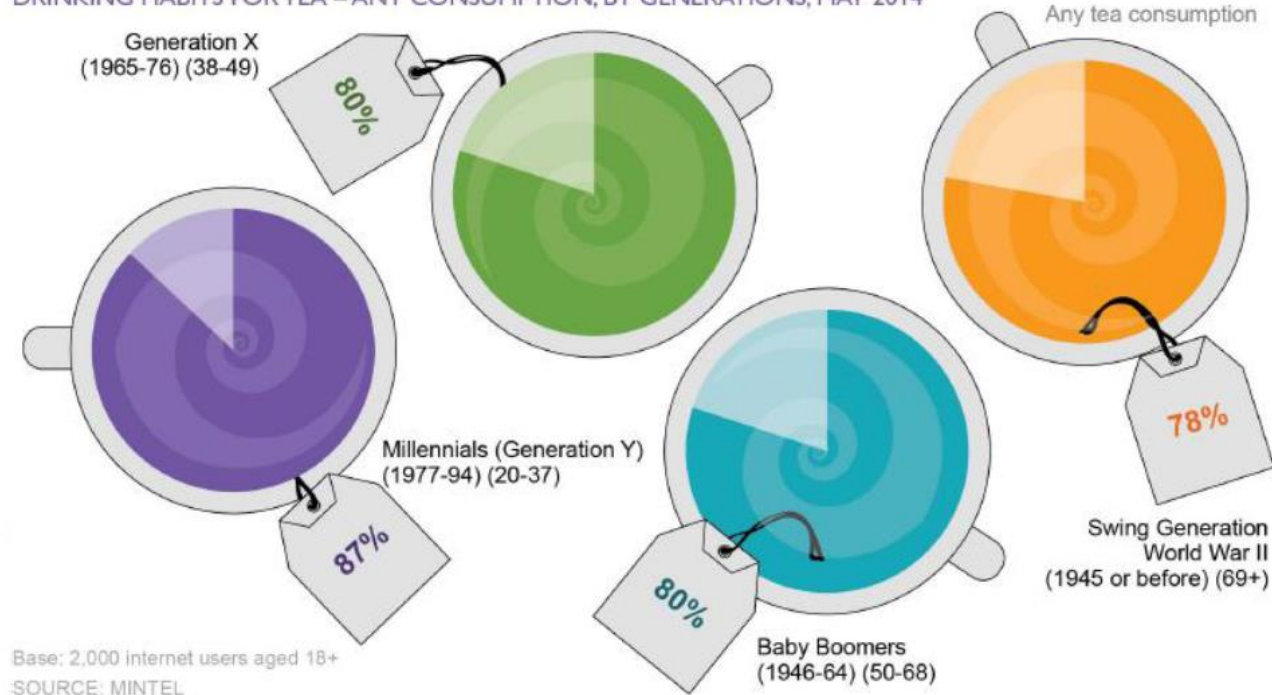
❖ Green \$1.65 Billion

- Tea continues to grow in both dollars and volume across all categories and types. Key trends are:
 - Health & Wellness
 - “Naturalness”
 - Variety and Availability
 - Transparency of Source
 - Sustainability across the Supply Chain
- Green Tea’s growth has slowed after years of double digit advances

Tea is a popular beverage for the majority of consumers

- Approximately four in five of all consumers drink tea, with Millennials being the most likely
- Due to the large number of consumers across generations, there is an opportunity to target many different markets and avenues

DRINKING HABITS FOR TEA – ANY CONSUMPTION, BY GENERATIONS, MAY 2014



Base: 2,000 internet users aged 18+
SOURCE: MINTEL