



TEALEAVES.COM

PRESS RELEASE

How World-Renowned Chefs and Mixologists are Reinventing Cocktail and Culinary Experiences Through Tea Infusion and Color

Tealeaves x Pantone: Tealeaves collaborates with the Pantone Color Institute™ on new tea collection and launch of online exhibit, bringing together top names in design and innovation

Vancouver, November 17, 2015 - The brand of choice for five-star hotels and Michelin chefs worldwide, luxury tea purveyor Tealeaves in collaboration with global color authority Pantone launched an unparalleled online exhibition that showcases the strong influence color has on food and drink experiences.

The exhibit, paletteforyourpalate.com, profiles Tealeaves' newly redesigned Whole Leaf Pyramid Teabag collection and displays 34 tea-infused creations by world-renowned culinary, pastry and mixology artists. The exhibit also includes a documentary that explores the potential of color to excite and convey stories and values. It features some of the top names in design and innovation, including the "first lady of nails", Co-founder of OPI Suzi Weiss-Fischmann, and former Innovation Director at Nike, Dave Schenone.

"This collaboration and online exhibition arose from our desire to create an elevated experience for consumers, using color to connect on a deeper and much more emotional level," says Lana Sutherland, CEO of Tealeaves. "Color is naturally associated with mood, so we wanted to select the perfect color for our packaging, to match the precision that we demand when blending our teas."

Laurie Pressman, Vice President of Pantone Color Institute, adds, "Color has the ability to draw us in and immediately create an emotional connection to the things we love. As an avid tea drinker, what made this project so enjoyable for me was the opportunity to paint a detailed color picture for consumers. By tapping into our research on the psychological messages and meanings of color and infusing it with tea, now when consumers pick up that box of tea on the shelf, it will truly resonate with them as it will evoke certain moods."

Intensifying flavor with tea-infused food and cocktail recipes.

Culinary and mixology artists have used Tealeaves' teas in their repertoire of secret ingredients for more than two decades. At the world's most prestigious culinary competition, Bocuse d'Or teams have used Tealeaves' teas to amplify the intensity of their creations. In fact, premier chefs such as Alain Ducasse will be carrying the new Tealeaves' Whole Leaf Pyramid Teabag collection at their restaurants this fall - including Chef Ducasse's newly opened restaurant *Rivea* at the *Delano Las Vegas*.

For this online exhibit, Tealeaves challenged chefs and mixologists to each create a recipe inspired by Tealeaves' Whole Leaf Pyramid Teabag collection + PANTONE Colors + their associated, single mood. In addition, the final color of each cocktail, entree and dessert was to be derived naturally from the ingredients alone. All of those recipes are made available here to the public.

Ms. Sutherland explains, "We thought it would be fun to have our chef and mixologist friends undergo the same challenge that Tealeaves faces every day. There are many constraints – from procurement to conflicting flavor profiles – yet the goal is always to blend a total that's greater than the sum of its parts. We achieved that with this campaign by celebrating the remarkable talents in the culinary and beverage industries and creating beautiful works of art." #PaletteForYourPalate culinary, pastry, and mixology creations will be available on the menu at various luxury hotels and establishments across the United States and Canada. Visit paletteforyourpalate.com/events for a full listing. The Tealeaves Whole Leaf Pyramid Teabag collection will be available online for purchase at Tealeaves.com in mid-November.



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Participating Hotels and Restaurants:

In the U.S.

Andaz West Hollywood – Los Angeles
The Beverly Hills Hotel – Los Angeles
Calistoga Ranch, An Auberge Resort – Napa Valley
Conrad New York – New York
Delano Las Vegas – Las Vegas
Four Seasons Hotel Los Angeles at Beverly Hills – Los Angeles
Four Seasons Resort Palm Beach – Palm Beach
Juni – New York
Mandarin Oriental, Las Vegas – Las Vegas
Mandarin Oriental, Miami – Miami
Mandarin Oriental, New York – New York
The Rittenhouse Philadelphia – Philadelphia
Rosewood CordeValle – San Martin
The St. Regis Bal Harbour Resort – Bal Harbour
The St. Regis San Francisco – San Francisco

In Canada

Beta5 Chocolates – Vancouver
Boulevard Kitchen & Oyster Bar – Vancouver
Chez Christophe Chocolaterie Patisserie – Vancouver
Fairmont Pacific Rim – Vancouver
Four Seasons Hotel Toronto – Toronto
Four Seasons Hotel Vancouver – Vancouver
Omni King Edward Hotel – Toronto
Railtown Cafe – Vancouver

About Tealeaves

Tealeaves is the tea purveyor of choice for five-star hotels and Michelin chefs worldwide, and for people who want to enjoy tea in the luxury of their own home. For over 20 years, Tealeaves has gained a global reputation and following for the quality and freshness of its teas and the uniqueness and flavors of its blends. As a leader in its industry, both professionals and novices alike seek out Tealeaves to learn the best in tea practices and how tea can play a pivotal role in personal lifestyle and health. More information is available at tealeaves.com. For the latest news, trends, information and conversations, connect with Tealeaves on Facebook, Twitter, Pinterest, Instagram and the Tealeaves Blog.

About Pantone and the Pantone Color Institute

Pantone LLC, a wholly owned subsidiary of X-Rite Incorporated, is the global color authority and provider of professional color standards for the design industries. Pantone products have encouraged colorful exploration and expressions of creativity from inspiration to implementation for more than 50 years. Through the Pantone Color Institute, Pantone continues to chart future color direction and study how color influences human thought processes, emotions and physical reactions. Pantone furthers its commitment to providing professionals with a greater understanding of color and to help them utilize color more effectively. Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. More information is available at www.pantone.com. For the latest news, trends, information and conversations, connect with Pantone on Facebook, Twitter, Pinterest, and Instagram.