

# BREW TEA Co

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## **A BRIT AND AN AMERICAN TAKE ON THE US TEA MARKET**

The popular British premium tea, Brew Tea Co, is now available in the USA

**MILWAUKEE, WI (NOVEMBER 1, 2018)** Henry Woodd and Amy Vrabel, have launched Brew Tea Co brand teas and accessories in the United States. They operate under Box & String LLC and do business as Brew Tea Company USA. Brew Tea Co works under the mantra “Make tea awesome” and is a brand built on the idea that tea doesn’t have to be boring or weird. They are redefining what “good” tea can be - making it more inclusive, demystifying it and raising the bar. Brew Tea Co source and blend some of the best tea - only ever using rolled, whole leaves. All other ingredients are completely natural and free from artificial flavors.

The British tea company found its way to the heartland of America by way of a family visit. Woodd, a British expat, discovered Brew Tea Co while visiting London on a fortuitous grocery run to Waitrose. Its bold packaging among the sea of boring boxes caught his eye, so he thought to give it a try. From the first sip he was hooked, and no tea could measure up. Upon his return to the midwest, he offered his friend, Vrabel, a proper cup, and the rest is history. They made it their mission to bring the British tea stateside. Two friends and a cup of tea. It’s how all good stories start.

“We are thrilled to partner with Harry and Amy to expand our reach to another part of the world,” says Brew Tea Co co-founder, Phil Kirby. “Their success in other projects and exuberance for Brew Tea Co tea make them the perfect team to make tea awesome in the United States.”

Woodd and Vrabel’s approach to business is clean and simple. They have found transparency with partners, vendors and tea drinkers makes for lasting relationships. The duo is targeting the millennial market and believes the speciality tea world needs a serious shake-up. They are all about two things: making tea awesome, and keeping it simple. Brew Tea Co USA offer a range of classic blends, sold as proper loose leaf and proper tea bags - all full of tasty rolled, whole leaves and fragrant herbs and spices. To satisfy the habitual drinker, every blend has a subscription option. Drinkers can also subscribe to a tea subscription through The Brewtime Club for their own enjoyment or to send as a gift. They are working with influencers, cafes, restaurants, distributors and grocery to find the perfect outlets for proper tea. Find Brew Tea Co at [www.brewteacompany.us](http://www.brewteacompany.us).



### **About Brew Tea Co**

Founded in 2012 by Aideen and Phil Kirby in Manchester, England, the Brew Tea Co brand has made its mark across the United Kingdom. They are committed to doing honest business and only source ethically produced tea. The core blends are certified by Rainforest Alliance and Brew Tea Co is a member of the Ethical Tea Partnership. Brew Tea Co is also a certified B Corp. Their approach to being an ethical business rests on three Good Business Pledges - covering everything from the grower to distribution of

finished products (Buy good tea, Do good business, Be good suppliers). This ingrained commitment to Doing It Properly ensures they look after the impact Brew Tea Co have on everyone who works with and for them. Brew Tea Co partners with Waitrose, Virgin Trains, D&D London, Harvey Nichols, and the Wimbledon Championship, among others.

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