

DEBUTING JANUARY 2017




As a For Tea's Sake™ Authorized Dealer, you are eligible to participate in the Tea of the Month promotion. Designed to grow your sales and generate excitement amongst your customers, the Tea of the Month Program provides an excellent opportunity to promote the For Tea's Sake™ brand in your store and expand your customer base by introducing it to a larger, more engaged segment of customers.

Be sure to reference the **TIPS TO HOSTING A SUCCESSFUL TASTING EVENT** document included with the materials in your Dealership Kit for ways to maximize the success of your event!

HOW IT WORKS

Starting in October 2016, orders can be placed for the 2017 Tea of the Month Promotion. Each month, you'll receive a shipment for the following month's featured tea.

The shipment includes:

-  1-Case (16 Large Tins) of the Featured Tea (25% discount)
-  4-Complimentary Large Tea Tins of the Month's Featured Tea for Tasting & Sampling
-  Complimentary Promotional Signage

Tea of the Month
Participants Save
25% off the Cost of
the Featured Tea

PROMOTE THE PROGRAM TO MAXIMIZE SALES

- ✓ Post the complimentary signage and encourage your staff to promote the program to all of your customers
- ✓ Promote the program on your store receipts
- ✓ Insert a promotional flyer with purchases
- ✓ Select a date to host a tasting event featuring that month's tea
- ✓ Promote to your customer list via electronic or printed invitations
- ✓ Promote on your store's website and on Facebook



@forteassake



Tea Of The Month

PROMOTION

Exclusively Available to
For Tea's Sake Authorized Dealers

2017 TEA OF THE MONTH CALENDAR

While orders for the featured teas can be placed anytime, the promotional Tea of the Month package will not be available for purchase after the month in which it was featured.



January: Skinny Sip™

Start the New Year off right and keep your New Year's Resolution to get & stay fit with Skinny Sip™!



April: Afternoon Escape™

A daydream in a cup! Classic Black Tea pairs beautifully with the exotic blend of papaya, blackberry and lime in Afternoon Escape™.



July: Let's Go Green™

Treat Yourself! Green Tea and floral pieces combine to deliver a powerful serving of anti-oxidants and delicious flavor with every sip of Let's Go Green™.



October: Tasty Trio™

Green tea, green rooibos, white tea, chamomile, hibiscus petals, cinnamon and dandelion leaf. This trio of teas offers notes of spice, cinnamon and chamomile.



February: Be You Teaful™

Feel beautiful inside and out with the sweet taste and the detoxifying benefits of rose infused Be You Teaful™ white tea.



May: Let's Detox™

Refresh and Revive with the blend of anti-oxidant rich rooibos tea, spices, herbs and floral pieces found in Let's Detox™.



August: Sour Apple Martini™

Toast good times and good friends with the cocktail inspired blend of Green Tea and fruit in Sour Apple Martini™.



November: One In A Melon™

Lemon verbena, chamomile, lavender, lemongrass, cinnamon, rosemary, rose petals, calendula, and nut flavoring. Bursting with herbal benefits, soothing chamomile and lavender. A satisfying watermelon flavor



March: Zen Master™

Celebrate the feeling of calm and find your Zen with the intense chocolate flavor of Zen Master™ tea.



June: Citrus Delight™

Sip yourself away to a tropical paradise with the delightful blend of citrus and floral pieces in Citrus Delight™.



September: Monk's Blend™

Apple pieces, hibiscus petals and rosehip pieces. A satisfying fruity herbal blend. Caffeine free.



December: Three's Company™

Yerba mate, green tea, black tea, gynostemma and ginseng pieces. Three harmonic teas combine to deliver a spirit lifting tea.