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Online Tea Retailer Tealet to Launch Farm-Direct Wholesale Marketplace

Revolutionizing one of the world's oldest industries and making tea farming more profitable

HONOLULU January 30, 2013 — Current 500 Startups accelerator company Tealet is an online retail marketplace that connects tea growers with tea lovers. The Honolulu-based company has successfully developed a bi-monthly subscription service called Global Tea Taster and an e-commerce site that sells tea direct from growers around the world. The team has recently announced their intentions to develop a marketplace for retailers to purchase tea wholesale.

“Our goal is to create a bridge between tea growers and drinkers and allow them to share the tea experience,” says Petersen who believes the wholesale marketplace can solve an enormous sourcing problem for tea retailers. “While building Tealet’s retail marketplace I have connected with many retailers that have expressed an interest in providing our teas to their customers. There are very few brokers that supply single estate tea for retailers in the U.S. and retailers that want to source tea direct from the grower must spend their time and resources to travel to build business relationships with each grower. Tealet already has these relationships and could easily share them with retailers.”

Revolutionizing Tea Distribution

Petersen’s passion for this project began last year when she studied the market feasibility of a tea industry in Hawaii. The findings and recommendations of this study have helped bring the tea crop to the forefront of the diversified agriculture discussion as farmers continue to seek profitable business opportunities.

Since this work Petersen has gone on to connect with tea-growing communities in Japan and China. Tealet is an evolution of their work as they have tried to find ways to advocate for farmers around the world. The team's goal is to make the distribution of tea more efficient by leveraging technology; ensuring higher profits for the grower and lower prices for the drinker. Introducing teas from around the world to the US market is their way to prepare for an inevitably increased supply of Hawaii Grown Tea.

Updates about wholesale marketplace

Retailers, tea shop owners, or others that are interested in participating in the program should visit <http://wholesale.tealet.com/> and sign up to be notified when the marketplace is ready. The team expects to have a beta version of the marketplace ready in February 2013.

Founded on April 28, 2012, Tealet is a Honolulu start up that builds tools that connect tea growers with drinkers around the world. Their marketplace and more information can be found at www.tealet.com.

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For more information on Tealet:

<http://www.tealet.com/>