



## Introducing the Tea and Herbal Association of Canada

The Tea and Herbal Association of Canada (THAC) is the leading authority and industry voice on all things tea and herbals in Canada and represents members from bush to cup. THAC provides proactive leadership in the areas of advocacy, generic promotion, education and information in order to ensure the long-term viability of the tea industry. It serves as the number one source of information and research about tea and herbals and offers the only TAC TEA SOMMELIER® Certification Program in Canada.

Founded in 1954, THAC's membership includes producing countries, growers, importers, packers and retailers. With over 200 members across Canada and internationally, THAC is the authoritative voice to speak on any topic pertaining to tea and herbal tea.

In 2019, the Tea and Herbal Association of Canada became the official national body representing Tea Masters Cup International in Canada.

### **Spokespeople:**

[Shabnam Weber, President of the Tea and Herbal Association of Canada](#)

Shabnam Weber is President of the Tea and Herbal Association of Canada. Prior to her current position, she spent eighteen years in the tea business as an entrepreneur. As owner of a specialty tea company, a tea school and a Director on the Board of the Tea and Herbal Association of Canada, she has a unique perspective on multiple angles of the tea business. She is the author of THAC's well known and recognized Tea Sommelier® program and a big driver in both consumer and industry education. Shabnam values the diversity offered by all parts of the tea industry, both in Canada and beyond and focuses always on the bigger picture. Shabnam is a graduate of the University of Toronto with an Honours degree in Political Science and she also holds a post-graduate diploma in Psychology.

### **TAC Tea Sommelier® Program**

The Tea and Herbal Association of Canada is the founding creator of the TAC Tea Sommelier® Certification. Started in 2008, the program is delivered in-person, online and through international partners in Italy, Mexico and the United Kingdom. The program is designed for industry and tea enthusiasts alike, with successful graduates working in various roles within the tea industry: buyer, founder, marketing and sales. To date, the program has certified 263 TAC Tea Sommelier® Professionals in 18 countries around the world. More information can be found on the website, [www.teasommelier.com](http://www.teasommelier.com)

### **Tea Masters Cup**

The Tea and Herbal Association of Canada is proud to be the official national body representing the Tea Masters Cup (TMC) in Canada. TMC was launched in 2013 by the Russian Tea and Coffee Producers Federation. The TMC has since expanded from Russia to include the international tea community and now represents at least 25 countries, with more joining each year. More information can be found on the website, [www.teamasterscanada.com](http://www.teamasterscanada.com).



## **Social Media**

Website: [www.tea.ca](http://www.tea.ca)

Instagram: <https://www.instagram.com/canadatea/>

Facebook: <https://www.facebook.com/Tea.Association.of.Canada/>

Twitter: <https://twitter.com/Canadatea>

YouTube: <https://www.youtube.com/channel/UCQPpaDdNVZqiVUuyJvrPgDg>

Pinterest: <https://www.pinterest.ca/canadatea/>

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