

PRESS RELEASE

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Win Tea for a Year by Celebrating #HotTeaMonth with the Tea & Herbal Association of Canada

TORONTO – (3 January 2022) – The Tea and Herbal Association of Canada is launching the new year with Hot Tea Month and a massive giveaway of tea for a year to three winners.

For a chance to win #TeaForAYear share why you #DrinkTea. Post a photo & description on Facebook, Instagram or Twitter with the hashtag #meandmytea2022 and tag the Tea & Herbal Association of Canada. Entries accepted until January 31, 2022 at 11:59pm ET. Three winners will be announced on February 4, 2022. The contest is open to anyone in Canada who is 18 or older.

The Tea & Herbal Association is a registered non-profit acting as Canada’s leading voice on tea and herbals across the country. The Tea & Herbal Association’s membership includes distributors, manufacturers, growers, and brands - basically, everyone from bush to cup.

This is the third year that the Tea & Herbal Association of Canada is running this competition with the support of their members. “The pure love for tea that we see from people who enter the contest is truly wonderful and speaks to the fondness Canadians have for their favourite hot drink,” said Shabnam Weber, President of the Tea & Herbal Association of Canada. “With so many tea companies participating, the winners will be able to drink tea all day every day, but so will their friends and family.”

Participating members: Bigelow Tea, Clarkes Tea, Four O’Clock, Harris Tea, Harney & Sons Tea, Higgins & Burke, Hokusan Tea, ITO EN, King Cole, Lady Baker’s Tea, Metropolitan Tea, MysTea, Pilki, Relaxing Rocco, Tetley, Taylors of Harrogate, Tea House, Tease, Twinings and Vic & Jo Tea.

Quick Facts from the Tea & Herbal Association of Canada

- Canadians consume more tea per capita than the United States and 8.2 billion cups of tea are consumed around the globe every single day.
- Hot tea (herbal, green or black) is consumed by just over half (53%) of young Canadians.
- The relaxing properties of hot tea are the prime reasons tea drinkers continue to consume it.
- Most young Canadians feel “tea offers many flavours and variations” and that “there is a tea for every mood and need.”



About the Tea & Herbal Association of Canada

Founded in 1954, The Tea & Herbal Association of Canada is the leading authority and industry voice on all things tea in Canada and represents members from bush to cup. We provide proactive leadership in the areas of advocacy, generic promotion, education and information in order to ensure the long-term viability of the tea industry. We serve as the number one source of information, research about tea and offer the only Tea Sommelier® Certification program in Canada. We are passionate about tea and dedicated to increasing awareness of quality tea and its health benefits to Canadians. Visit www.tea.ca for more information. Like our page on [Facebook](#) or follow us on [Twitter](#), [Instagram](#) and [YouTube](#).

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