

**MEMBERSHIP
AND
BUSINESS GUIDE**



TEA CONNEXIONS

TABLE OF CONTENTS

I. PRESIDENT’S MESSAGE2

II. OUR BUSINESS MODEL4

III. THE WHY AND HOW6

IV. KEY PRIVILEGES AND BENEFITS8

V. MEMBERSHIP OPTIONS10

VI. MEMBERSHIP SUMMARY.....12

VII. FINAL THOUGHTS.....13



I. PRESIDENT'S MESSAGE

Dear Teapreneur,

Tea Connexions is a membership based buying group established in 2001. Our goal is to create a robust membership of tea distributors/members for wholesale and retail distribution of our unique line of specialty teas and gift items.

Gourmet teas...beautifully packaged are different from other tea company offerings, which creates a competitive edge and enhances your ability to generate sales and profit. You can target three key market segments: gift, health, and tea.

The market for specialty tea is growing. As market awareness of tea's health benefits continues to be publicized, the market for specialty tea will grow along with it. As a local supplier you can capitalize on the rising demand.

The specialty tea industry today is like the specialty coffee industry was 20 to 30 years ago. You may recall a time when coffee's only choices were instant or ground. Today, multiple choices of specialty coffees and coffee accessories are imported from around the world. Specialty tea is following a similar trend. Now is the time to get involved in this booming business.

Tea Connexions focuses on loose grade specialty teas because that is the best quality premium grades the consumer can drink daily. The bottom line is: if consumers appreciate the quality and taste of the teas, they will continue to patronize your business. You can further guarantee repeat sales by servicing your customers well, ensuring that their needs are met.

Like Tea Connexions, many companies choose the buying group concept because it creates a sense of community and a unified vision all members can strive for. Its main purpose is to create long term purchasing power for your benefit.

The buying group also creates a community of distributors--what I refer to as the *Tea Connexions Family*. This community motivates family members and facilitates idea sharing through conference calls and conferences. During our "family reunions," i.e. Tea Connexions conferences or conference calls, we bring everyone together to swap ideas, review training concepts, network and most importantly to have fun.

Tea Connexions' strength is determined by our members' success. For this reason, Tea Connexions provides you with high quality products, effective marketing tools, and exceptional training so that you can capture the market share you deserve.

Membership also enables you to benefit from volume discounted pricing. This discount is based upon the type of membership you choose: Bronze, Silver, Gold, or Exclusive Area Distributor (EAD). The main difference between memberships is the amount of your discount; the inventory credit; rebate incentives; territory; and training.



Each membership option enjoys distinct advantages.

1. Bronze and Silver memberships are ideally suited for entrepreneurs who plan to retail the product through direct sales, mail order, or online.
2. Gold membership adds the flexibility of wholesale distribution, allowing you to wholesale the product to other re-seller retail outlets (gift shops, tea shops, health food stores, et cetera.). This option provides higher margins on direct retail sales.
3. The (EAD) Program requires a higher initial investment but also generates higher profits. Your benefits are defined by three key words: *Control; Price; Exclusivity*. To learn more about this program, please consult *Appendix D: Exclusive Area Distributor Summary*. Please note because the EAD program is subject to availability of territories, it may not be available in your area.

If you are willing to work and set long-term goals and targets, you will become successful in the tea business. Wealth is created over time. With clear goals and daily action to achieve those goals, you will do well in the tea business.

This guide is designed to highlight our membership programs only. Tea Connexions offers *Teapreneurs* many opportunities. To learn more about the Healthy Cup opportunities, visit www.healthycup.com, call our office to speak with our Healthy Cup Manager, or ask the member who gave you this information.

Use this Membership and Business Guide to learn how you can start your own tea business. The guide is designed to provide you with a clear yet brief overview of the services and opportunities Tea Connexions offers. The *Appendix to the Membership and Business Guide* is a secondary document designed to provide more detailed information: Corporate Details (Appendix A); The Tea Industry and How Tea Connexions Teas Fit In (Appendix B); Tea Connexions Service Solutions (Appendix C); Exclusive Area Distributor Summary (Appendix D); Frequently Asked Questions (Appendix E); and Membership Terms and Refund Policy (Appendix F).

Three key reasons you should consider joining the Tea Connexions Buying Group:

1. You will lock in a price below wholesale on Tea Connexions exclusive teas.
2. You will receive value-added marketing, rebates, credits, and training services to help you succeed. Plus, your inventory credit is significantly larger than your investment. This gives you a clear cost recovery mechanism. Market and sell the teas at the suggested wholesale or retail prices, recover your investment, and earn profits.
3. As your supplier partner, Tea Connexions long-term goal is to help you succeed. Our destinies are tied by mutual interests: *your success is our success*.

I look forward to welcoming you to the Tea Connexions family. Drink tea and prosper!

Yours truly,



Sanjay Gupta
President/CEO



II. OUR BUSINESS MODEL

The idea of Tea Connexions began in 1999 in a small 200 square foot office in western Canada.

After a year of importing and marketing *Gourmet teas...beautifully packaged* our founder Sanjay Gupta, realized he could not reach all of the product's potential markets. Sanjay had set up wholesale accounts, sold product directly through trade shows, set up a website to sell on the Internet, and was working on a party plan. He realized that his line of products, sourced through a supplier with more than 50 years of experience, could be marketed through multiple distribution channels.

At the same time, Sanjay also realized that the art of effectively marketing these products would be primarily through the education of prospective customers. *Education was the key*. He knew that once consumers realized the difference between mass marketed teas and his specialty teas and when they tasted those specialty teas, they would become customers.

Sanjay created a straightforward marketing and success formula:

- 1. Give away samples.** At first, Sanjay gave 5 gram samplings. When he sold at shows, he brewed his specialty loose teas in a coffee maker. Consumers could not believe how good the product tasted when brewed in a coffee maker; this became a huge selling feature of the product.
- 2. Educate the consumer.** Sanjay developed the *Tea...the beverage of choice* brochure to explain the differences between his tea and others. The brochure also became a lead capture tool that enabled him to reconnect with the sampling customer.
- 3. Follow up.** Finally, Sanjay followed up with the customer to ask how they enjoyed the sample. From that feedback, he usually made a sale. If not, he would ask further questions to determine why the consumer did not want to buy.

This "try before you buy" marketing formula worked.

The idea of expanding his program to a business opportunity occurred to Sanjay when he realized that he could never expand his distribution beyond the City of Saskatoon, Saskatchewan, Canada, without the help of fellow entrepreneurs who share his enthusiasm and drive.

He based his overall vision for Tea Connexions on *localized distribution*. He would create worldwide distribution, concentrating first on North America then expanding to other areas of the world. Learning from his own experience, Sanjay realized that if every town, city and county in Canada and the United States had a local Distributor who could market, educate, and service local customers his vision would become reality.

In 2000, Sanjay conceived the four pillars that would help him to achieve his vision.

- 1. Gourmet Teas** - High quality teas that offer an impeccable tea experience full of life and disease-preventing nutrients.
- 2. Beautiful Packaging** - Unique, one-of-a-kind tea containers that serve as permanent reminders of kindness.



3. Superior Service - Achieved through a system of “localized distribution” and based upon the premise that consumers prefer to purchase locally.

4. Exceptional Value - Our goal, to ensure customer satisfaction that ultimately leads to word-of-mouth referrals, repeat sales, profits, and long-term sustainability.

The main purpose of the Tea Connexions membership program is localized distribution because it ensures that customers receive superior service, education, and most importantly, exceptional value. *Exceptional value* is the key to the long-term success of the Distributor, which in turn is the key to the long-term success of Tea Connexions because our success is directly tied to your success: *an inter-dependent relationship*. Tea Connexions Distributors rely on us for support, training, high quality products, marketing tools and ideas; Tea Connexions relies on our Distributors to offer exceptional value through superior service, which in turn creates satisfied repeat customers who continue to patronize your business

From this kernel of an idea in 1999, Sanjay began perfecting his model. In 2001, he launched the Tea Connexions opportunity. From that 200 square foot office, he expanded to 1000 square feet in 2001. At the time, Tea Connexions did not have even one Distributor. Sanjay believed in his vision; he knew his plan would work.

The launch of the Buying Group not only worked, it grew Tea Connexions so rapidly the business relocated to a 3000 square foot facility in 2003 – a full year ahead of schedule.

Between 2003 and 2006, Tea Connexions continued to grow, with less emphasis on finding new members, but more emphasis on training, products, and marketing tools. A highlight of these years was the expansion of the product line from 15 items to more than 200. Tea Connexions was no longer a small player in the tea industry; it had become a serious contender that offered a diverse line of loose teas, gift items, and tea bags.

To better service a growing number of Distributors in the United States, Tea Connexions, Sanjay, Suruchi (his wife and business partner) and their young family moved to Kingston, Ontario in 2007. Today, Tea Connexions enjoys a 2500 square foot office as well as a main warehouse facility in Upstate New York.

Sanjay’s vision is thriving. Tea Connexions’ goal continues to be to create worldwide distribution through a TEAm of like minded teapreneurs who build profitable tea businesses locally. Our four pillars continue to keep us focused on our goals.

Tea Connexions invites you to join our TEAm as a Bronze, Silver, Gold, or Exclusive Area Distributor (EAD). As a member of the Tea Connexions buying group, you will receive the following benefits:

1. **Training** online and via direct telephone, conferences, e-mail, conference calls and, once you qualify, in-house one-on-one with the CEO and his TEAm
2. **Product Credits** to help you begin using the “try before you buy” marketing formula.
3. **Below Wholesale Pricing** on Tea Connexions Exclusive Teas to ensure long-term profitability.
4. **Economies of Scale Pricing** on marketing tools such as *Tea...the beverage of choice*.
5. The opportunity to control an **Exclusive Area** through our Exclusive Area Distributor (EAD) program.

Now that you understand the purpose of our business model, review the next section to learn WHY you need Tea Connexions and HOW we help you profit from the tea business.



III. THE WHY AND THE HOW

Starting any new business is tough. To succeed in the tea business, take the following action:

- 1. Source the Product**
- 2. Negotiate Price**
- 3. Develop Marketing Tools**
- 4. Faciliate E-Commerce**
- 5. Promote and Market**
- 6. Educate**

1. Source the Product

To establish a tea business, you will need to source product, either through established importers and wholesalers or by purchasing direct from tea estates. Sourcing product takes time, much effort, and money.

As a member of Tea Connexions you don't have to worry about these challenges. Our founder, president and CEO, Sanjay Gupta, spent two years and tens of thousands of dollars researching suppliers. After meeting with dozens of prospects, he settled on a select few. Our product line grew from 15 items in 2001 to more than 200 today and we are continually on the lookout for more high quality products from reputable suppliers. Our product line is unique because it focuses on the tea markets that are projected to grow by double digits: specialty tea, specialty flavored, organic, oolong, and green tea. Tea Connexions carries the finest of each.

2. Negotiate Price

To make your tea business profitable, you will need to negotiate favorable pricing. This is the tricky part because most tea companies offer volume discounted pricing: the more you purchase, the lower your price. The question is how much are you willing and able to invest before you have an established customer base.

Fortunately, we also did that work for you so you don't have to negotiate price. As a member of the Tea Connexions Buying Group you benefit from volume discounted pricing without committing to purchasing large amounts of inventory. We traveled and met with suppliers to negotiate volume direct pricing, which we pass on to you.

For your convenience, we also drop ship small orders for you – a service not offered by many other tea companies.

3. Develop Marketing Tools

To market your teas effectively, you will need catalogs, brochures, business cards, and preferably a website. When Tea Connexions got its first catalog designed, it took 45 days and cost more than a thousand dollars to design. We then had to invest in printing after negotiating rates with dozens of printers.

As a member of Tea Connexions, once again you reap the benefit of our hard work. You don't have to order thousands of catalogs to get a good price. Tea Connexions orders pallet loads of 50,000 or more marketing tools at a time. We do this so that we can offer you competitive rates on orders as small as 100 catalogs. Our goal is to offer you high quality print tools at cost effective rates.



4. Faciliate E-Commerce

To succeed in today's business climate, you need a website. For that website, you need images, text, a shopping cart, a designer, and more.

As part of our turn-key e-commerce package, your website is set up and ready to take orders. With our knowledge and expertise, we can get a website up and running in one tenth of the time it could take if it was built from scratch.

5. Promote and Market

Marketing takes time, money, and persistence. Consider this: to generate revenue, you will need to promote your business.

At Tea Connexions, we help promote all of Distributors through our online presence. Websites like www.tea4free.com, www.leaftea.com and www.teaconnexions.com send consumers to our Distributors. Tea Connexions also invests heavily in advertising to promote our website www.leafteabiz.com. These visitors often end up on our other sites – providing valuable traffic to our Distributors' websites.

6. Educate

To effectively own and operate a tea business, you must educate yourself about the business and marketing concepts.

As a member of Tea Connexions, you gain access to online training which offers tea education as well as business and marketing guidance. In fact, our online training includes an ever-increasing 400 html pages. We do the research; all you have to do is visit the training weekly or monthly to stay up to date. Our goal is to give you all the information you need to succeed.

Tea Connexions' Goal Re-Visited

The Tea Connexions goal is simple:

To give you the knowledge, tools, and products that enable you to profit from the growing opportunities offered by tea.

We accomplish this goal by offering you high quality teas, marketing solutions, and training. The success of Tea Connexions and the buying group is directly dependent on the success of our members. For that reason, we strive to offer top quality products, training and tools to help you succeed.

As a member of Tea Connexions, you receive a turn-key tea business that includes access to training, marketing tools, guidance on business and marketing. You also receive marketing support through our websites, e-commerce, and live support from our staff.

All you have to do is market the product. That's it.

We even offer you downloadable marketing tools that you can use to create a strategy to attract new customers. For instance, posted in the training area is a downloadable wholesale kit in MS Word format that you can customize and give to prospective gift shops, tea shops, and others that may want to purchase from you for resale. One of our Distributors used this kit to set up 10 wholesale clients in just 30 days.

Now that you understand WHY and HOW Tea Connexions makes your entry into the tea business easy, review the next section for a detailed summary of the Key Privileges and Benefits you receive as a Member.



IV. KEY PRIVILEGES AND BENEFITS

Tea Connexions is a value - added supplier that provides you with a turn-key tea business. Below are some of the privileges and benefits of joining the Tea Connexions family. For detailed information on the Marketing, E-Commerce, and Training Solutions we offer, please review *Appendix C: Tea Connexions Service Solutions*

A. Economies of Scale

- Below wholesale prices on gourmet teas beautifully packaged ranging between 28.75% and 36.25% depending on the membership option you choose.
- Professionally designed marketing tools at significant cost savings due to group buying power.
- Professionally designed logos, web design products and services at discounted rates.
- Private labeling/branding service offered to all members on minimum orders as small as \$2000. Most tea companies demand much larger orders for private labeling privileges.

B. Rebates and Credits

- Each Membership comes with **Instant Inventory Credits** that can be used for your shipments of teas only. The amount of the credit is determined by the membership option chosen.
- Tea Connexions also offers **Volume Rebate** incentives for top performing members. If you reach purchasing targets, you will receive an inventory rebate check on the anniversary date of your membership.

C. No Minimum Orders, No Inventory Requirements & Drop Shipping

- Bronze, Silver, and Gold Members are not obligated to purchase or stock inventory. You need only buy what you can sell. However, we do provide incentives to our top producing members.
- EAD's receive specific ordering guidelines. If they choose not to warehouse product, EAD's may access our warehousing service.
- All Members can take orders from customers and have Tea Connexions drop ship the order directly to those customers.

D. High Quality Products

- High quality teas to encourage customer loyalty.
- Beautiful packaging to capture customer attention.
- Ongoing commitment to quality.
- Money back guarantee to ensure complete customer satisfaction.

E. Training, Education, Support, Research and Development

- In-depth online business training and tea education to help your business grow and succeed.
- Tea Connexions is committed to update training on an ongoing basis; we research, you benefit.
- Conference calls for answers and feedback from key TEAm Connexions Management.
- Toll free support during regular business hours.
- Unlimited e-mail support.
- Periodic training conferences.
- EADs received specialized training at their location.
- Corporate commitment to research and develop new product lines and marketing tools such as marketing plans, content for newsletters, and more.



F. Freedom and Flexibility

- Freedom and flexibility to design your own marketing plan and create your own brand identity. Although Tea Connexions provides guidelines for Bronze, Silver, and Gold members, you may pursue any marketing program you choose.
- EAD's receive specific guidelines that must be met because of the Exclusive Territory Agreement. Flexibility is available to EAD's but training focuses on targeted marketing objectives.



V. MEMBERSHIP OPTIONS

Tea Connexions offers four distinct membership options:

1. Bronze
2. Silver
3. Gold
4. Exclusive Area Distributor (EAD)

Each program benefits from all of the following services:

- **Training.** Membership entitles you to e-mail support; phone support; online training; conference calls and the opportunity to attend group training seminars.
- **Drop Shipping.** Membership entitles you to use our drop shipping service which allows you to specify alternate "ship to" addresses.
- **Newsletter Content.** Access to newsletter content we produce for your own newsletter.
- **Online Marketing Tools.** The right to purchase membership specific .pdf catalogs; .html catalogs; e-commerce services; and other design services.
- **Offline Marketing Tools.** The right to purchase membership - specific catalogs; brochures; business cards; and stationery. Each membership includes a starter package of some of our most popular marketing tools.
- **Below Wholesale Pricing.** The right to purchase Tea Connexions exclusive teas at below wholesale prices.
- **Volume Rebates.** The right to a volume rebate on total yearly purchases. The yearly purchase requirement and rebate size depends on the membership option you select. Rebates serve as an incentive while increasing your overall profitability and net discount below wholesale. The volume rebate applies only to Tea Connexions exclusive tea purchases.
- **Commissions.** Members who refer new members are entitled to commissions on the sale of the membership. The commission rate varies depending on the membership you chose. Commissions are offered only for selling the Bronze, Silver, or Gold membership.
- **Instant Inventory Credit.** Included with the purchase of each membership is an inventory credit that can be used towards any Tea Connexions exclusive teas. The credit varies based upon the membership you choose. Inventory credits can only be used towards the purchase of Tea Connexions exclusive teas and are subject to shipping and handling. Inventory credits do not contribute to the Volume Rebate.



Bronze Membership

Discount Below Wholesale: **28.75%** (30.00% if you qualify for the Volume Rebate)

Volume Rebate: **1.25%**. To qualify for this rebate, your purchases for the 12-month period following the date of your official "Welcome Letter" must amount to \$2,250, a weekly average order of \$43.27. If you meet this purchase target, your discount below wholesale becomes 30.00%.

Commission: If you market and sell one of our memberships, Tea Connexions will pay a **5.00%** commission.

Instant Inventory Credit: Maximum Suggested Wholesale Value: **\$1,868.75**. Approximate Retail Value: **\$2,803.13**. Credit will correspond with your discount below wholesale.

Marketing Tools: Included are **250 Tea...the beverage of choice brochures** and **1000 Business Card Brochures**.

Bronze Membership Cost: **\$1,495 (Regular Price: \$2,950)**. **The Sales Price of \$1,495 is valid within 45 days of receiving and reviewing the Membership Guide.**

Silver Membership

Discount Below Wholesale: **32.50%** (35.00% if you qualify for the Volume Rebate)

Volume Rebate: **2.50%**. To qualify for this rebate, your purchases for the 12-month period following the date of your official "Welcome Letter" must amount to \$3,750, a weekly average order of \$72.11. If you meet this purchase target, your discount below wholesale becomes 35.00%.

Commission: If you market and sell one of our Memberships, Tea Connexions will pay a **7.50%** commission.

Instant Inventory Credit: Maximum Suggested Wholesale Value: **\$3,118.75**. Approximate Retail Value: **\$4,678.13**. Credit will correspond with your discount below wholesale.

Marketing Tools: Included are **500 Tea...the beverage of choice brochures** and **1000 Business Card Brochures**.

Silver Membership Cost: **\$2,495 (Regular Price: \$4,950)**. **The Sales Price of \$2,495 is valid within 45 days of receiving and reviewing the Membership Guide.**

Gold Membership

Discount Below Wholesale: **36.25%** (40.00% if you qualify for the Volume Rebate)

Volume Rebate: **3.75%**. To qualify for this rebate, your purchases for the 12-month period following the date of your official "Welcome Letter" must amount to \$5,250, a weekly average order of \$100.96. If you meet this purchase target, your discount below wholesale becomes 40.00%.

Commission: If you market and sell one of our Memberships, Tea Connexions will pay a **10.00%** commission.

Instant Inventory Credit: Maximum Suggested Wholesale Value: **\$4,368.75**. Approximate Retail Value: **\$6,553.13**. Credit will correspond with your discount below wholesale.

Marketing Tools: Included are **750 Tea...the beverage of choice brochures** and **1000 Business Card Brochures**.

Gold Membership Cost: **\$3,495 (Regular Price: \$6,950)**. **The Sales Price of \$3,495 is valid within 45 days of receiving and reviewing the Membership Guide.**



VI. MEMBERSHIP SUMMARY

The chart below summarizes the differences and benefits of each membership we offer.

	EAD	GOLD	SILVER	BRONZE
Discount Below Wholesale on TC Exclusive Teas	*	36.25%	32.50%	28.75%
Volume Rebate on Yearly TC Exclusive Teas Purchases	*	3.75%	2.50%	1.25%
Commission for Signing Up New Bronze, Silver, and Gold Members	*	10%	7.50%	5%
Maximum Wholesale Inventory Credit Value	*	\$4,368.75	\$3,118.75	\$1,868.75
Approximate Retail Inventory Credit Value	*	\$6,553.13	\$4,678.13	\$2,803.13
Business Card Brochures	*	1000	1000	1000
Tea...the beverage of choice brochures	*	750	500	250
E-mail Support	Yes	Yes	Yes	Yes
Phone Support	Yes	Yes	Yes	Yes
Online Training	Yes	Yes	Yes	Yes
Conference Calls	Yes	Yes	Yes	Yes
Group Training Seminars	Yes	Yes	Yes	Yes
Drop Shipping	Yes	Yes	Yes	Yes
Newsletter Content	Yes	Yes	Yes	Yes
Online Marketing Tools	Yes	Yes	Yes	Yes
Offline Marketing Tools	Yes	Yes	Yes	Yes
Private Labelling Service	Yes	Yes	Yes	Yes
Exclusive Territory	Yes	-	-	-
Residual Commissions on Members Exclusive TC Teas Purchases	Yes	-	-	-
Inventory Commitment	Yes	-	-	-
Warehousing Services	Yes	-	-	-
Customized Print Wholesale Kit	Yes	-	-	-
Customized .PDF Wholesale and Retail Catalog	Yes	-	-	-
Customized .HTML Wholesale and Retail Catalog	Yes	-	-	-
Specialized Training at Home Base	Yes	-	-	-
Regular Cost	*	\$6,950.00	\$4,950.00	\$2,950.00
Promotional Cost (Valid for 45 days only)	*	\$3,495.00	\$2,495.00	\$1,495.00

*Please note, to protect the integrity of the EAD program, details of this program are only released upon receipt of a signed non-disclosure agreement. Preliminary information can be found in *Appendix D: Exclusive Area Distributor Summary*. If, after reviewing this information, you would like to learn more information, please call our Business Consultant, Phoenix Elliott, to schedule an appointment with our CEO, Sanjay Gupta.



VII. FINAL THOUGHTS

The specialty tea market is growing, and will have a lasting financial impact on entrepreneurs who get involved. Timing is essential. With any upward trend, the first to get involved profit the most.

-Sanjay Gupta, Founder, President/CEO, Tea Connexions

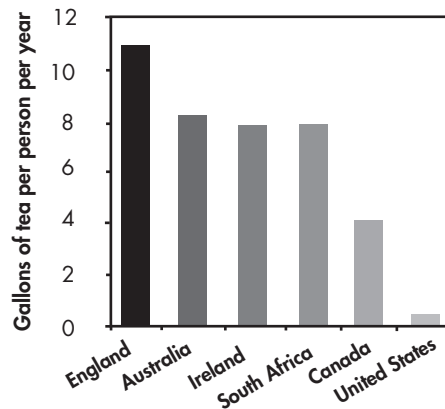
To Start a Specialty Tea Business or Not to Start a Specialty Tea Business?

You have two distinct choices: Either 1) to start a specialty tea business OR 2) not to start a specialty tea business. If you decide not to start a specialty tea business, my only question is: WHY?

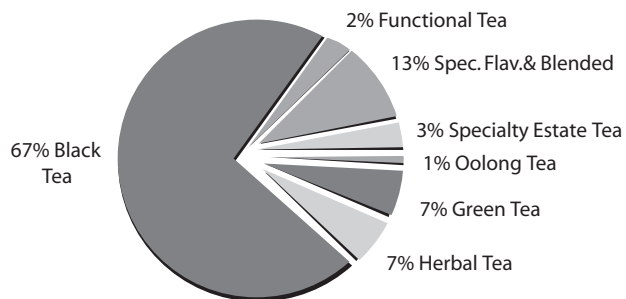
Business Case Re-Visited

As the charts below indicate, the next phase of growth in tea consumption will be North America. Specialty tea has the greatest growth potential.

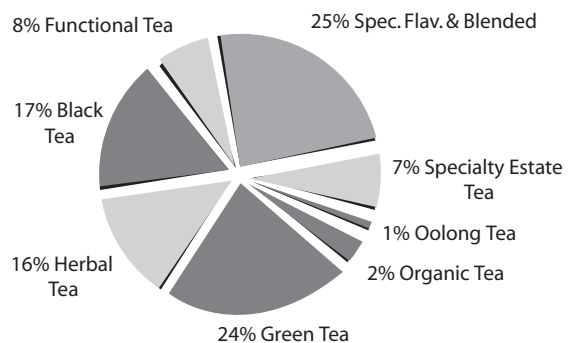
Yearly Per Capita Tea Consumption



Tea Market Composition in 1999



Tea Market Composition in 2010



Next to water, tea is the second most commonly consumed beverage in the world. Markets with the largest growth potential are the United States and Canada because they are playing catch up with the rest of the world. In short, demand for tea will continue to rise, making North America one of the strongest potential tea markets.

“Ten years ago, no one would have dreamed that consumers would pay \$4.00 for a cup of specialty coffee. Today, specialty coffee counts for a third of total coffee sales and an even larger percentage of the profits. The trend to specialty tea is following on the heels of a similar expansion in the coffee industry. Specialty tea will represent the fastest growing segment of the tea industry over the next decade. This segment has the capability of doubling its volume over the next five years and might grow at an even faster pace.”

- Joseph P. Simrany, President of the Tea Association of the USA

Entrepreneur Magazine’s “The Hot List” named tea as one of the hottest trends and business ideas. By 2010 sales of tea in the United States are projected to reach \$10 billion.

Clearly, the decision to start a tea business is sound. Tea experts are projecting huge growth. Health experts are promoting the health benefits. This all leads to opportunity: the opportunity to build a solid business based on a high quality consumable product for which demand is growing.

Timing

Perhaps, the most important factor you need to consider is timing. Presently, we are at the low end of the bell curve. There is tremendous room for you to grow a profitable tea business. As demand grows so too will the many entrepreneurs who set up businesses to profit from this trend. You have a critical decision: start now and grow a business or wait.

Do not wait? Increased competition will make it much harder to grow your tea business. Start now and grow your business over time. Offer your customers exceptional value through superior service and you should reap sales and profits for a long time.

The Tea Connexions Model

Tea Connexions has been helping entrepreneurs start tea businesses since 2001. Some of our distributors enjoy thriving online stores. Some have set up tea shops. Others focus on wholesale and corporate gifts. All of our members have benefited from our turn-key solutions. Through Tea Connexions you receive training, tools, and high quality products you can market under your own business name.

Tea Connexions’ focus is on a *localized distribution* model because we know that every town, city, county, province, and state has local entrepreneurs who have built thriving businesses. You can build a great business by offering high quality products and especially by offering *superior service* so that your customers receive *exceptional value*. Consistently delivering *exceptional value* creates customers for life and leads to positive word-of-mouth referrals which ultimately enables you to create a local business brand.

Can you start a tea business without Tea Connexions? Absolutely! However, be prepared to work a lot harder to source product, negotiate pricing, deal with quality control issues, educate yourself, and create marketing tools.



However, if you join Tea Connexions, you can count on an expert TEAm to support you, answer questions, and help you succeed. Why? The answer is simple: the success of Tea Connexions relies upon the success of our members. That is why we constantly strive to improve our company and offer more benefits to our members.

Is the Tea Connexions business opportunity right for you? *Small Business Opportunities Magazine* advises that you should ask yourself three questions before starting a business:

1. *Can I make money?* Our unique line of products can be sold through gift, health and tea channels. Profit potential is enormous because the billion-dollar tea market is growing.

2. *Who is behind this opportunity?* The trade name Tea Connexions, logo, and intellectual property are owned by Connexions Trading International Incorporated, an international trading company that has been in business since November, 1994. Owners, Sanjay and Suruchi Gupta, extended family, and several banking partners have invested millions in the company because they believe in its long-term potential.

3. *What do I get for my investment?* A tea business solution!

Tea Connexions' Goal Re-Visited

The goal of Tea Connexions is simple:

To give you the knowledge, tools, and products to enable you to profit from the growing opportunities offered by tea.

We accomplish this goal by offering you high quality teas, marketing solutions, and training. The success of Tea Connexions and the buying group depends upon the success of our members. For this reason, we not only strive to offer top quality products, but also the training and tools you need to help you succeed.

All you have to do is use the training and knowledge and market the product. That's it.

Rebates and credits provide you with further value so that you can begin accessing our services immediately. Depending on the membership you choose, you lock in discounts ranging from 28.75% to 36.25% below wholesale. Become an EAD and your discount is still larger.

There are three key reasons you should join the Tea Connexions Buying Group.

1. You will lock in a price below wholesale on Tea Connexions exclusive teas.
2. Tea Connexions provides you with value-added marketing, rebates, credits, and training services that help you succeed.
3. As your supplier partner, Tea Connexions long-term goal is to help you succeed. Our destinies are tied by mutual interests: *your success is our success.*



I am excited that you have taken the initiative to review our information package and begin your own business career. My advice to you is simple: **Dream Big. Set Goals. Take Action.**

Making a decision and taking action is perhaps the most important factor in business success. Getting started with Tea Connexions is easy. It takes just three simple steps.

Step 1—Review the membership package. If you have questions, simply call our office toll free 1-877-532-3832.

Step 2—Choose your membership—Bronze, Silver or Gold. Keep in mind, you can start as a Bronze member and upgrade your membership at any time simply by paying the difference. If you believe you have the financial capability, drive, and ambition, become an EAD. The EAD program is subject to its own set-up steps. Please review *Appendix D: Exclusive Area Distributor Summary* for more information.

Step 3—Take Action. Call our office, toll free 1-877-leaftea (532-3832), to become a member or fax the membership application toll free 1-877-683-9157. Be sure to call us to confirm we received your fax.

It's that simple! Once you take action, you will receive a confirmation letter by e-mail so you can get started right away.

Then all you have to do is begin marketing your tea business. Our product's versatility enables it to be marketed through many channels, which increases your sales potential. Best of all, since tea is a consumable, you will enjoy profits not only from the original sale, but from ongoing refill orders.

I shall look forward to welcoming you to the Tea Connexions family. Drink tea and prosper!

Yours truly,



Sanjay Gupta
President/CEO



