



Cérémonie

Tea Blends & Herbal Infusions

2016

Ceremonie's 2016 Successes & Accomplishments



THE RITZ-CARLTON

Herzliya, Israel / April 1, 2016

CÉRÉMONIE NOW AVAILABLE IN THE RITZ-CARLTON

Cérémonie announce expansion to luxurious locations worldwide.

Cérémonie Tea, Israel's leading brand of premium tea, announces that its high quality whole leaf teas and herbal infusions are now available in the luxurious **Ritz-Carlton Herzliya**. The hotel is located in the beautiful Herzliya Marina, overlooking the Mediterranean Sea. The Ritz-Carlton is a unique and elegant oasis, that has redefined the luxury hotel experience.



www.ritzcarlton.com

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Israel / April 20, 2016

FLOWERS AND TEA, SO HAPPY TOGETHER

ZER4U carries line of exclusive Cérémonie Tea Gifts

ZER4U, the leading chain of flower and gift stores in Israel, now offers an exclusive line of tea gifts from Israel's Premium Tea, Cérémonie Tea. Cérémonie Tea uses whole leaf teas and high quality herbs, spices, and flowers, that provide delightful taste and aroma, all wrapped in eye catching designs. The exclusive Tea gifts feature luxury packaging with a premium tea selection inside. This irresistible gift is perfect for tea lovers.



www.zer4u.co.il

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Hinterglemm, Austria / April 28, 2016

CÉRÉMONIE ON SKIS

Cérémonie Tea now at Alpen-Karawanseraï Resort

Cérémonie Tea is proud to announce that it's now available in the world class **Alpen-Karawanseraï** in Hinterglemm, Austria. The Alpen-Karawanseraï is a 4-star Superior Time Design Hotel located in the world class ski region of Saalbach-Hinterglemm in the Austrian Alps.

The hotel's timeless beauty of classic design is united with the warmth and magic of the Orient.



www.alpen-karawanseraï.at

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Cérémonie's 2016 Successes



WALDORF
ASTORIA®
HOTELS & RESORTS

Jerusalem, Israel, May 11, 2016

ANCIENT BREW SERVED IN ANCIENT CITY

Cérémonie Tea being brewed in Award Winning Waldorf Astoria Jerusalem

Cérémonie Tea, Israel's Premium Tea, is now being served at the **Waldorf Astoria Jerusalem**. The Waldorf Astoria Jerusalem is a Conde Nast 2015 Best Hotel in the Middle East and a 2015 TripAdvisor Certificate of Excellence Award recipient.

The hotel's contemporary style in the heart of the ancient city at Waldorf Astoria Jerusalem dovetails Cérémonie's classic modern look. Cérémonie's Mini Cubes are served both at the King's Court and Palace Restaurants, as well as in select rooms and event halls.



www.hiltonhotels.com

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c!ty'super Taipei City, Taiwan, May 18, 2016 CÉRÉMONIE HITS TAIPEI SHELVES!

"Cérémonies' products were a big hit at the show!"

City Super, a well-known retail chain in Hong Kong, mainland China, and Taiwan, is a "Mega Life-style Specialty Store" that offers a true "one-stop-shopping" experience for today's busy urban professionals. Integral to the city'super concept is sharing their passion for food and living well. Taipei City's CitySuper now carries an assortment of Cérémonie Tea Pyramid Sachet Tea & Gift collections.



www.citysuper.com



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Heidelberg, Germany / May 25, 2016

CAFÉ BURKARDT SLOWS DOWN WITH A CUPPA CÉRÉMONIE TEA

Cérémonie s' whole leaf teas are proudly served in the cafe

Weinstube Café Burkardt, beautifully situated in the center of Heidelberg, is a café and wine bar at the same time. The slow food spirit has inspired them to cultivate the culture of eating and drinking.

The menu is fair or traded directly, organic, homemade and from the region. Much effort was placed on their new menu, which catches the eye and delight the palate. This unique atmosphere find the artisanal blends of Cérémonie Tea a welcome home.



www.burkardt-heidelberg.de

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Beorne, Texas, June 1, 2016

COFFEE ROASTERS IN TEXAS SERVING CÉRÉMONIE TEA

"We are proud to have Cérémonie Tea as our exclusive tea company."

Cérémonie Tea is now distributed by **Ferra Coffee Roasters** throughout Texas. Ferra Coffee Roasters empowers growers and ensures quality coffee in every cup. Ferra Coffee works directly with the growers to educate and support them as they grow the finest in organic coffee beans. Ferra's aspiration to provide quality products for their customers led them forge a partnership with Cérémonie Tea.



www.ferracoffeeroaster.com

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Upper Galilee Israel, June 16, 2016

NEW GALILEAN RESORT, TO FEATURE CÉRÉMONIE TEA

Cérémonie Tea has choice teas to assure a relaxing vacation

In a green magical valley, surrounded by the magnificent Galilee and Golan mountains, just beside the Agamon Hula Nature Reserve and birds paradise, stands the new pulsing heart of the Upper Galilee – **Galilion**. Cérémonie Tea will be serving their premium teas throughout the resort.

While at Galilion, whether dining in the gourmet restaurants, receiving a treatment in the luxurious spa, or just lounging in their elegant rooms, Cérémonie Tea has choice teas & herbal infusions brewing, to assure a relaxing vacation.



www.galilion.co.il

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Johannesburg, South Africa, July 7, 2016

EXCLUSIVE DISTRIBUTION FOR SOUTHERN AFRICA

Everything Tea to Bring Cérémonie to South Africa & the SADC Region

"We wanted to help South Africans discover the ritual of tea," Joanne Vermaak, Founder at **Everything Tea** said about finding Cérémonie, *"the exquisite and simple beauty that offers a moment out of the madness of life. When we discovered Cérémonie, we fell in love with the brand, the tea, the people, and we are so excited to partner with them to bring these flavours to our continent!"* Joanne, attribute a desire to have South Africans take a moment out of the madness, by living the art of tea and creating experiences, connections, and friendship.



www.everythingtea.co.za

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DUTY FREE
JAMES RICHARDSON

Ben Gurion Airport, Israel July 17, 2016

CÉRÉMONIE LANDS IN ONE OF THE WORLD'S LARGEST DUTY FREE SHOPS

Cérémonie Tea is Now Available in James Richardson Airport, Tel Aviv

Cérémonie Tea is flying off the shelves in JR/Duty Free, James Richardson, at Terminal 3 in Ben Gurion Airport, Tel Aviv. With Cérémonie on JR/Duty Free shelves, travelers can now choose from a variety of premium Mini Cube tea gifts. Tea has unique, universal appeal as a gift that everyone can enjoy. With JR/Duty Free, the experience is the convenience of finding everything within one store. The large 3,000 square meter duty free shop, trading as JR/Duty Free, at Israel's Tel Aviv Ben Gurion airport is one of the biggest duty free shops in the world.



www.dutyfree.co.il

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Waldbronn, Germany, August 8, 2016

GERMAN CONNOISSEUR COFFEE ROASTER TO SERVE CÉRÉMONIE TEA

Cérémonie Tea to be the exclusive tea of Herzog Kaffee

Sven Herzog, of Herzog Kaffee, is not just a connoisseur of coffee, he has a passion and a talent to identify quality. Herzog Kaffee offers extensive and competent service in all areas related to the subject of coffee. Whether coffee tasting, espresso seminar conducting, barista training or Luxury Coffee Catering - the specialists from Herzog Coffee offer their customers a professional all-encompassing service at the highest level. Cérémonie Tea will be available, through Herzog Kaffee, in all the fine locations where Herzog Coffee is served. Cérémonie is also proudly served in their Roastery, for tea experiences, as well as for home purchase.



www.herzogkaffee.de

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Toronto, Canada, August 10, 2016

TORONTO, CANADA TO SHARE CÉRÉMONIE TEA'S WORLD

Cérémonie Tea continues to share it's story of tea around the globe

The latest stop in its world wide trek is Toronto, Canada. Toronto has seen an exponential growth in the specialty gourmet food market in recent years. Internationally acclaimed chef restaurants and the availability of specialty food have flourished throughout the city.

In such a food conscious environment, that also has placed a great emphasis on sharing a diverse culinary scene, Cérémonie Tea has found a warm and inviting partner with **Fruit of the Land**. Fruit of the Land is a North American retailer and distributor committed to providing the very best all natural, unique, kosher specialty foods.



www.fruitoftheland.com

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Miami, Florida, September 15, 2016

HAPPY HOLIDAYS FROM HONG KONG!

"We look forward to expansion of the Asian travel-related segment"

Cérémonie Tea is delighted to announce the introduction of its gourmet tea gifts in the exclusive **To Home Duty Free Catalog** reaching Hong Kong and Mainland China.

The offerings include a range of luxurious and innovative products that are ideal for the jet set, searching for original and artistic designs filled with the classic, timeless flavors of their most beloved beverages.



www.hongkongairlines.com

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Thank you!

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