



Inca Tea

PRESS RELEASE

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Cleveland native Ryan Florio recently launched *Inca Tea*, a company priding itself on its ability to provide its clients with a healthy, all-natural great tasting tea. The story of Inca Tea starts with three adventurous friends: Ryan, Zach and Phil and a winding Peruvian mountain trail. Ten days, 16,000 feet and 28° weather all conspired to exhaust the young college friends, fortunately like all good stories this one includes a little magic and a lot of determination.

This time the magic took the form of Edgar, their guide, and an amazing tea recipe. A mixture of boiling water, purple corn and freshly cut apples was combined to create an energizing and refreshing tea which aided them in the rest of their climb together. Edgar not only led them through the trails but also led them towards a new direction in their lives. This magical tea concoction made such an impact on Ryan that when he returned home to the U.S. he brought with him the dream of Inca Tea. Containing purple corn with its powerful antioxidants and thousands of years of Incan tradition Inca Tea makes their magical ending yours too.

Although *Inca Tea* has only been in stores since February 1st 2014, it has quickly gained popularity in Ohio. To date Inca Tea has sold over 100,000 tea bags approximately 6,000 boxes of tea in just three short months. *Inca Tea* can already be found in 100 retail outlets, ranging from small independent outlets to international supermarket chains. *Inca Tea* blends can be found on the shelves of vendors such as Heinen's, Whole Foods Market, Acme Fresh Market, Natures Bin, Giant Eagle Market District, Mustard Seed, and Miles Market. *Inca Tea* can also be found on the Kent State University campus in Kent, OH. Kent State students can purchase their favorite *Inca Tea* blends with their dining dollars, and within one day 100 boxes of tea were purchased. Several restaurants have expressed interest in carrying Inca Tea and we are proud to announce that it can now be found at the Brew House and Nazca.

Inca Tea products are all non-GMO and grown without toxic pesticides. The packaging is made from 100% post-consumer product and printed with soy ink, making *Inca Tea* the health-conscious, environmentally friendly consumer's dream. In an effort to support local, all *Inca Tea* blends and packaging are manufactured in the Cleveland metropolitan area. Inca's 100% bio-degradable packaging is produced by Tap Packaging Solutions, a manufacturer located in downtown Cleveland. The tea is hand blended by Ryan and a team of his friends at his warehouse on East 25th and Superior. He purchases all of the cloves for Inca Tea from Mediterranean Imported Foods located in the West Side Market. Ryan's parents stuff boxes every night at their home in North Royalton. By supporting *Inca Tea* you are not only supporting local businesses but the local job market as well. Shop local! www.incatea.com