



**FOR IMMEDIATE RELEASE**

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## **REVOLUTIONARY INCA TEA™ BRAND RECEIVES NON-GMO PROJECT VERIFICATION**

***Inca Tea is One of Only 27 Tea Brands Worldwide to Receive Verification***

**Cleveland, OH, March 23, 2016** – Since its founding, Inca Tea has been committed to enriching people’s well-being and promoting a healthy lifestyle by offering tea products that are all-natural, eco-friendly, fresh and delicious. And now, in addition to being a Green America Certified company, the groundbreaking tea brand [Inca Tea™](http://www.IncaTea.com) is proud to announce that it has received its **Non-GMO Product Verification**, officially certifying that all of its tea products are GMO free. Inca Tea, which is the **ONLY** brand in the U.S. to contain Peruvian [Purple Corn](#) with its powerful antioxidants, significant healing effects and thousands of years of Incan tradition, is one of only 27 tea brands worldwide to receive this prestigious verification.

“I am so proud to finally receive this Non-GMO Project Verification, as it’s been a goal of mine since starting Inca Tea,” said Inca Tea Founder and “TeaEO” Ryan Florio. “I began this company with a passion for promoting a healthy lifestyle, and with this validation, we can help further educate consumers about their nutrition. Now, tea lovers everywhere can sit back and enjoy any of our delicious blends, confident that they are taking tremendous care of their health and avoiding risks of GMOs.”

The Non-GMO Project works in several different capacities to ensure the availability of non-GMO products and to help support informed choice. The Non-GMO Project offers North America’s only third-party verification and labeling for non-GMO food and products, while also working to educate consumers and the food industry to help build awareness about GMOs and their impact on health and food systems. The Non-GMO Project also works with food manufacturers, distributors, growers and seed suppliers to develop a standard for detection of GMOs and for the reduction of contamination risk of the non-GMO food supply with GMOs.

*For more information on Inca Tea and where it is available, visit [www.IncaTea.com](http://www.IncaTea.com).*

### **About The Non-GMO Project**

The Non-GMO Project, a non-profit 501(c)3 organization, offers North America’s only third party verification and labeling for non-GMO (genetically modified organism) food and products. We currently have nearly 35,000 Non-GMO Project Verified products from more than 1,900 brands, representing well over \$13.5 Billion in annual sales. Non-GMO Project Verified is currently one of the fastest growing labels in the natural food sector, and increasingly is an attribute sought by conventional brands as well. For more information, visit <http://www.nongmoproject.org/>.

## **About Inca Tea**

Inca Tea is a privately-held company specializing in exclusive teas derived from an ancient Incan recipe with a 1,000 years of tradition that uses antioxidant-rich purple corn. Its mantra "Welcome to the Good Life" is based on sharing our founder's discoveries with others to create products that enrich peoples' health and promote an active lifestyle, as well as respects the environment with eco-friendly packaging all the while giving back in a socially conscious way.

The story of Inca Tea™ is also the story of three adventurous friends, Ryan, Zach and Phil, their Sherpa Edgar, a winding Peruvian mountain trail, 10 days, 16,000 feet, 28-degree weather 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 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 stayed with Ryan so strongly that upon his return 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 products are hand-blended with the ancient Incan recipe in mind. Each blend is made with real purple corn and 100% natural ingredients. All teas are non-GMO, gluten free and Rain Forest Alliance Certified. For more information, visit [www.IncaTea.com](http://www.IncaTea.com).

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