

NORTH AMERICAN **tea** championship



8/5/2010

Sam Hamilton
La Crème Coffee & Tea
438 W. Mocking Bird Lane
Dallas, TX 75247

Dear Sam Hamilton:

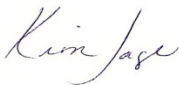
On behalf of World Tea Media, producers of the North American Tea Championship, I am pleased to announce that La Crème Coffee & Tea's Peach Ginger Detox Tea has won first place in the Flavored Green Tea category of the Hot Tea Class.

To choose the recipient of this award, the judging panel of professional cuppers assessed each submission through blind organoleptic analysis of the following characteristics: dry leaf; brewed color; brewed aroma; brewed flavor; brewed mouth-feel; brewed harmony. The ratings of each characteristic were then used to calculate an overall numerical value on a 100-point scale, and winners were determined by rank.

In recognition of its superior evaluation, World Tea Media presents the First Place North American Tea Champion Award to La Crème Coffee & Tea for its Peach Ginger Detox Tea.

World Tea Media and the North American Tea Championship Judging Panel congratulate La Crème Coffee & Tea and wish you every success in the future.

Sincerely,



Kim Jage
Executive Vice President
World Tea Media

