

FUSION TEAS

Press Kit





WHO WE ARE

Fusion Teas was founded in 2010 and is run by Thomas and Theann Egbert in McKinney, Texas. The Egbert family is focused on spreading health and happiness through high quality teas and products and making loose leaf tea accessible – a healthy habit and something you reach for every day.

Thomas and Theann's love of tea began when they fell in love with Yerba Maté after learning about its health benefits. They rapidly expanded their cupboard collection of herbal infusions to include hibiscus and other caffeine-free herbs, but saw that most tea companies lack in truly flavorful, unique blends. After sharing their favorites with friends and seeing how much other people love teas that go beyond plain chamomile or basic lemon green tea, they decided to launch their own tea business focused on bold, innovative blends (hence, 'Fusion') with a handful of quality pure teas.

They curated a selection of some of the world's best herbal teas and herbal tea blends, with a spotlight on hibiscus and yerba maté blends, and over the years have kept adding to the collection to

include pure teas as well as premium, Organic Certified and Fair Trade teas.

Their business thrives on personal connection and when they are not at their local shop the Egbert family is out at local markets like McKinney's Third Monday Trade Days. They love meeting customers and converting new tea drinkers. "It's a great way for us to learn what our customers like, so we can adjust what we offer and make sure we continue to surprise and delight them," says Thomas Egbert.

Over the years, Fusion has built a loyal social media following, with over 3,000 Facebook fans and over 1,000 followers on both Instagram and Twitter. Their blog is updated several times a week receives on average 4,000-5,000 visitors a month.

FUSION TEAS





HOW WE'RE DIFFERENT

“At Fusion Teas, we’re not stuck in ideas of what tea ‘should’ be like or what the newest ‘beverage trend’ is this week. Our focus is solely on teas that charm, delight and leave you feeling happy and healthy,” says Thomas.

“Being conscious of price is part of what makes our tea accessible. We know those new to tea or switching from teabags are often not prepared to spend a lot. We keep our costs and

mark-ups to a minimum, so we can help you save,” says Thomas. “Our location [a suburb northeast of Dallas] helps to keep costs and prices low, as does being a primarily online business.”

Fusion’s teas are made with only the finest ingredients. Over the years, they have formulated custom blends with a master blender for maximum flavor and delight.

THOMAS AND THEANN'S TEA SUGGESTIONS

Black Tea

Rich, bold, dark, intense: black tea is, by far, the most popular tea in the Western world. It's also one of the easiest teas to brew. From our pure teas, we suggest our **English Breakfast** and **Makaibari 1st Flush Darjeeling**. Some of our favorites from our flavored tea collection are **Premium Earl Grey, Ginger Peach, Masala Chai, and Passion Fruit**.

Herbal Tea

Herbal tea can be both soothing and invigorating, grounding and uplifting all at once. It's one of the most versatile groups of tea. Our most popular blended herbal tea is **Chamomile Vanilla Bean Herbal**. Our fresh, minty **Holy Detox Tulsi Tea** is great to help reset the body with a detox. We also love **Orange Grapefruit** and **Strawberry Ginger**.

Green Tea

This antioxidant powerhouse is as delicious as it is healthy. From our pure green teas, we suggest **Mao Feng** and **Matcha**. From the flavored collection, **Apple Ginger, Green Walnut, Pink Earl Grey, Super Fruit Sencha** and **Jasmine**.

Yerba Mate

Yerba mate is referred to as "the drink of the gods" in South America, and with good reason. This delicious beverage provides a caffeine kick without the jitters, making it a favorite for recovering coffee addicts and those burning the midnight oil. We recommend **Extreme Mango, Roasted Cocoa, Good Morning** and **Very Berry Guayusa**.

Oolong Tea

Sweet, nuanced, sophisticated - oolong tea is the ideal connoisseur's tea, yet it appeals to many tea newbies, too. If you usually drink soda, juice and other sweet beverages, then we recommend starting off with one of our flavored oolongs like **Very Velvet** and **Coconut Pouchong**. **Monkey Picked** is a great choice if you're looking for a pure oolong.

Rooibos Tea

Sweet, nutty, woody and mellow, rooibos is much like a good black tea, but without any caffeine or bitterness. We love **Peach Apricot, Chocolate Mint** and **Caribbean Colada**.

White Tea

Known for their low caffeine levels and high antioxidant levels, we recommend ethereal **Peach Fuzz White Tea** and **Exotic Pomegranate White Tea** from our flavored collection for those who like fruity teas. For the purists, we recommend **Bai Mu Dan**.

Hibiscus Tea

Bold, tart and so full of flavour, **Hibiscus** is a longtime favorite in Jamaica and much of the Caribbean, and it's gaining favor all around the world as a natural way to promote heart health. At Fusion Teas, it's a best seller. We love the incredible, cranberry-like flavor that hibiscus has to offer, both pure and in fruity or spiced blends. Try **Very Berry, Strawberry Fields, Apple Mango** and **Blood Orange**.

MORE THAN JUST TEA!



Cultures for Fermentation

Not only do we sell tea but also delicious fermented drinks: kombucha and kefir (which has a fantastically tangy flavor that we just adore). We are proud to offer two ferment starters—kombucha SCOBYs and kefir grains. Each SCOBY order includes instructions for making your own kombucha at home, while each kefir grains order includes an e-book on DIY kefir and we're happy to answer any questions! We guarantee they will arrive safe and ready to perform or we will replace them.



Teaware

Teaware doesn't have to cost a fortune, be kept away from the kids or require a PhD to use. Fusion's teaware is selected for its sturdiness, functionality and ability to withstand all life has to throw at it. Modern styles remind Fusion tea drinkers that this is not your grandma's tea!

WHAT OUR CUSTOMERS ARE SAYING

“I found Fusion Teas when I ordered my Kefir from them. My Kefir arrived quickly, in great health and with great instructions. I then started looking at the teas that they offered as I have always wanted to try loose tea and I am hooked.”

- Boo Phillips

“Fusion Teas is amazing with top notch customer service! I have tried multiple blends and products and they have always been incredible. From breakfast tea to dessert tea and everything in between. If you love tea, you will love Fusion.”

- Melanie Norris

“Great customer service and great tasting teas! I love that the steeping suggestions are on the bag!”

- Jessica Likarish

“My dear friend sent me some Fusion Pink Earl Grey Green Tea and it is my absolute favorite!! The aromatic scents and flavor are out of this world!”

- Robin Oliveros

Men's Health

that may reduce the formation of certain skin cancers, possibly by blunting the cell damage induced by UV rays. (But taking it doesn't exempt you from using sunscreen.) Always check with your doctor before starting a new supplement, of course.

7 BOLT DOWN SOME NUTS

When **Matthew Yurgelun, M.D.**, a medical oncologist at Dana-Farber Cancer Institute, needs a snack, he eats almonds or pistachios. "It's a great way to quell hunger and keep me from snacking on fatty or sugary foods that can contribute to weight gain and obesity-related diseases, such as cancer," he says. A National Institutes of Health study even showed that smokers who snacked on nuts reduced their risk of lung cancer, possibly because nuts curb oxidative stress associated with smoking. Eat 20 to 24 nuts a day. Carry them in an Altoids tin (a perfect fit) or try Eden Foods Pistachios Pocket Snacks (edenfoods.com).

8 ORDER THE FISH

UCLA urologist **Christopher Saigal, M.D.**, eats fish but not meat. A typical dinner is a salmon fillet with brown rice and vegetables. Try it twice a week. "I tell patients that 'heart healthy' foods have been associated with a lower risk of developing prostate cancer and a lower risk of progression of prostate cancer after diagnosis." Plus, a U.K. study review linked red and processed meats with colorectal cancer.

CURIOUS MEDICINE: Sit with the door closed, phone silenced. Inhale deeply through your nose and exhale from your mouth 10 times. Close your eyes and notice the sounds around you—even the hum of fluorescent lights. Then bring your thoughts to your breaths. Don't worry if your mind wanders. It took Dr. Bennett about 15 sessions to get comfortable. "The more I practiced it, the easier it got," he says. You'll get positive reinforcement: less stress with deadlines and better focus on demand.



10. Start the Day Green
Green tea is packed with antioxidants. **Alan Wan, D.O.**, a medical oncologist at Northwestern Medicine Kishwaukee Hospital, has a cup each morning. In a 2016 study, Mao Feng green tea (\$9 for 3 ounces, fusionteas.com) had one of the highest antioxidant levels per brew.

Woman's World



Swap out the peach iced teas and Arnold Palmers of summer for a new brew that tastes of rich fall flavors like cinnamon, pumpkin and apple! The best part: Each comforting, antioxidant-packed blend has zero calories!

- For a sweet taste of pumpkin, make a cup of Harney & Sons' caffeine-free Pumpkin Spice blend, flavored with real pumpkin and warming spices. It's delicious with a splash of milk or cream and a cinnamon-



stick stirrer! (\$2-\$6 at Harney.com.)

- For a spicy, dessert-like brew, sip the Carrot Cake Rooibos blend from Fusion Teas. It's packed with cinnamon, walnuts, coconut, cloves and real carrot bits—just like the real thing, but healthier! (\$3 at FusionTeas.com.)



- For a rich caramel

FUSION TEAS

GET IN TOUCH:

If you're interested in learning more about us or our teas, we'd love to hear from you!

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