

Feb. 8, 2022



THE LARGEST GATHERING FOR THE TEA INDUSTRY WILL CELEBRATE 20 YEARS IN LAS VEGAS AT QUESTEX'S WORLD TEA CONFERENCE + EXPO, March 21 -23

Register to attend today at WorldTeaExpo.com

LAS VEGAS – Questex is hosting the largest gathering of the tea industry at [World Tea Conference + Expo](http://WorldTeaConference+Expo), the leading tea event, which will be co-located with [Bar & Restaurant Expo](http://Bar&RestaurantExpo), North America's premier conference and expo for the bar and restaurant industry. The events are taking place March 21 - 23 at the Las Vegas Convention Center in Las Vegas, Nevada.

World Tea Conference + Expo was founded in 2002 and this year marks its 20th Anniversary. It is North America's leading tea event focused on the business of tea with unique sampling, tasting, and education on how to profit from tea. The conference + expo attracts the national and international tea community, including buyers and decision makers from retailers, grocery, hotels, distributors, foodservice, plus tea shops, gift shops, among others.

Attendees can participate in the **20th Anniversary Celebration** by attending a ticketed event on Monday, Mar. 21 at the Westgate Hotel & Casino from 6:00 p.m. – 8:00 p.m. The celebration ticket is an additional \$50 and includes hors d'oeuvres, complimentary beverages and a chance to meet with longtime friends and colleagues. The party will present the past and the present and provide a walk down memory lane with images from over the years.

"We are excited to commemorate the 20th Anniversary of World Tea Conference + Expo and celebrate the impact it has had on the industry. With so much support from attendees, suppliers, and speakers, some of whom were present at the first ever event, it is important that we celebrate this important milestone and prepare for another 20 years of successful industry collaboration and progress," said Tim McLucas, Vice President, Bar & Restaurant Group, Questex. "This will be the most important tea gathering of the year to reconnect with industry professionals and get back to business."

The event will feature a 2-day dynamic expo floor where attendees will be able to taste new flavors, discover innovative products, test the latest technology solutions and be the first to discover the hottest trends and products to hit the market. Event highlights include:

- **Tea Bar:** The Tea Bar is a dynamic experience at World Tea Expo displaying the latest teas, tea products, mocktails, cocktails, and innovation that is shaping the industry. Attendees will be able to sample the latest teas from around the world and network with suppliers and distributors while learning how teas and innovative products are shaping the future of the tea industry. Sponsors include International Tea Importers and Dethlefsen & Balk.

- **New Business Launch Pad:** Launching a new tea business in 2022? Looking for ideas and education to support your business growth? Join this interactive supplier hub to find the latest products, knowledge and expertise designed to present the future of the tea industry.
- **New Flavors and Products:** Exhibitors and sponsors include Australian Native Products, Dethlefsen & Balk, Firs Tea, Flowerhead Tea, Harney & Sons Tea Co., International Tea Importers, Label Solutions, Menna Life, Nepal Tea, Starry Foods, Teasy, The Beauty Tea Company, The Chai Box, Xiaos Tea Industry Group Co., Ltd. and many more.

Kick-off the conference with the **Tea Tasting and Pairing at the Silk Road Asian Bistro** on Monday, Mar. 21 at 2:00 p.m. The exclusive event has a limited capacity, tickets must be purchased at registration for \$125 per person. Learn about the how the dynamic flavors of tea with varied body, tannins, and aroma can transform the taste and texture of food. The tasting will be led by Shunan Teng from Tea Drunk, an avid tea educator and the instructor of Ted-Ed lesson - The History of Tea. Guests will enjoy a curated tasting featuring six Chinese tapas-style dishes and six distinguished Chinese teas from historic terroir.

The conference + expo will conclude the **Devan Shah Tea Tycoons**. The awards ceremony will take place on Tuesday, Mar. 22 from 4:00 p.m. – 5:00 p.m. on the NxT Stage and passes are included with all registration passes.

The health and safety of exhibitors, sponsors and attendees is Questex's top priority. While following local and state guidelines, Questex is working closely with the Las Vegas Convention Center to create a safe space for the tea community to come together. An onsite mask mandate will be issued at the 2022 World Tea Conference & Expo, for the entire duration of the event dates.

International Tea Importers is the exclusive registration sponsor for World Tea Conference + Expo, register today at WorldTeaExpo.com. Stay connected with World Tea Conference + Expo on [Facebook](https://www.facebook.com/WorldTeaExpo) and [Instagram](https://www.instagram.com/WorldTeaExpo).

About World Tea Conference + Expo

World Tea Conference & Expo is North America's cannot miss gathering of the tea industry and is focused 100% on teas and related products. Blending fresh ideas, the latest trends and new distribution channels with focused buying, selling, networking and education, World Tea Conference & Expo is your chance to capitalize on this growing category to the fullest. World Tea Conference + Expo is a division of the Questex Travel & Hospitality Group which also produces [Bar & Restaurant Expo](#), [Vibe Conference](#), [World Tea Academy](#), and daily content on worldteanews.com and barandrestaurant.com.

About Questex

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

MEDIA CONTACT:

Kirvin Doak Communications
 Alexandra Leach | Terri Maruca
WorldTeaExpoPR@kirvindoak.com