

March 11, 2022



FINALISTS ANNOUNCED FOR 2022 DEVAN SHAH TEA TYCOONS COMPETITION & AWARDS

Winners will be announced live at World Tea Conference & Expo 2022

LAS VEGAS – [Questex](#) and the [World Tea Conference + Expo](#) is pleased to announce the eight finalists in three categories for the upcoming Devan Shah Tea Tycoons competition and awards program, which will take place at the World Tea Conference + Expo in Las Vegas, March 21-23 at the Las Vegas Convention Center.

The Tea Tycoons program is an opportunity for new tea businesses to receive the ultimate in marketing exposure, as finalists pitch judges live on the World Tea Conference + Expo's NxT stage on Tuesday, March 22 from 4:00pm-5:00pm.

The goal of the [Devan Shah Tea Tycoons](#) program is to celebrate and honor emerging small businesses that are producing innovative products for the global tea industry. Winners will receive numerous benefits to support the growth of their venture.

2022 Devan Shah Tea Tycoons Finalists include:

Sustainability

- Uproot Tea
- The Karma Tea Co.
- Littorary

Unique Customer Relations

- Cured Leaves Tea Co.
- Flowerhead Tea

Innovation

- Kubo Tea.
- TEABUD Inc.
- CLARKEsTea

“To say that I am excited about the Devan Shah Tea Tycoons is an understatement, said FaithAnn Bailes, conference and content manager for the World Tea Conference + Expo. “The launch of the Tea Tycoons program in 2021 was virtual, so it is exciting to have our first live competition. The judges are ready to get the pitches from each contestant and award winners in each category.”

[World Tea Conference + Expo](#) is the most influential event dedicated to evolving the tea industry through interactive technologies, market applications, creative content, and community collaboration. The 20th anniversary celebration will take place at the Convention Center in Las Vegas, March 21 – 23.

The Tea Tycoons program was named after the founder of International Tea Importers, Devan Shah, who passed away in 2016. Over his career, Shah made considerable contributions to the growth, innovation, and education of the specialty tea industry.

International Tea Importers is sponsoring the Devan Shah Tea Tycoons and is the exclusive registration sponsor for World Tea Conference + Expo. Learn more at WorldTeaExpo.com and stay connected with World Tea Conference + Expo on [Facebook](#) and [Instagram](#).

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
WorldTeaExpoPR@kirvindoak.com