

**FOR IMMEDIATE RELEASE:**

Jan. 23, 2023



## **WORLD TEA CONFERENCE + EXPO 2023 ANNOUNCES EXPO HIGHLIGHTS AND KEY SPONSORS**

*The most influential gathering for the tea industry returns to Las Vegas on March 27- 29*

**LAS VEGAS-** The largest gathering for the tea industry, [World Tea Conference + Expo](#), is pleased to announce its key sponsors and expo highlights returning to the Las Vegas Convention Center, March 27-29, 2023, including the Boba Tea Experience, Tea Bar, and The Bistro.

### **2023 World Tea Conference + Expo Hall Floor Highlights Include:**

**Boba Tea Experience-** [The Boba Tea Experience](#) offers a special look into one of the fastest growing tea sectors in the industry. Attendees can sample popular boba teas and learn more about how to take advantage of this booming beverage category. Offering firsthand experience on teas, technology, boba kits and much more, the Boba Tea Experience is a can't-miss expo highlight. Sponsors include Snackpass, Firsd Tea, MILK + TEA, and Loose Leaf Boba Company

**The Bistro-** Tea Guru Pass holders are invited to dine at the 50-seat [Bistro](#), located right on the expo floor. The full-service restaurant experience features elevated food and beverage offerings, complete with demonstrations of the latest technology. Sponsors include Topo Chico, Fresh Origins, Rockless Table, Restaurant Robots, Evanesce, Enroot, and many others.

**Tea Bar-** [Tea Bar](#) is a dynamic experience that will demonstrate the versatility and value of tea. Showcasing the latest teas, cocktails, RTSDs and other innovations within the tea industry, Tea Bar invites expo attendees to network with new distributors and learn about which tea products are the most in demand. Sponsors include Dethlefsen & Balk, Flavor Waves, and SerendipiTea.

Featured key sponsors of this year's World Tea Conference + Expo include:

- International Tea Importers
- Camelot Tea Company
- Dethlefsen & Balk
- Flavor Waves
- Fujian Tianhui Industrial Co.,Ltd.
- Global Japanese Tea Association
- Harney & Sons
- Jay Shree Tea and Industries Ltd.
- JingWei Fu Tea USA Inc.
- Luxmi Estates
- Mierco

- MILK+T
- Nepal Tea Quality from the Himalayas
- Rooibos
- Sasaki Green Tea Company
- Shen Xian Tea Co. Ltd.
- SHIJIAZHANG LONGZHITAI PACKAGING CO.LTD
- Snackpass
- Sasaki Green Tea Company
- SerendipiTea
- Three Leaf Golden Tea

A full list of sponsors for the 2023 World Tea Conference + Expo can be found [here](#).

*Link to images from the 2022 event can be found [here](#).*

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### **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](#), and daily content on [worldteanews.com](#) and [barandrestaurant.com](#). World Tea Conference + Expo is a division of the Questex Travel & Hospitality Group which also produces [Bar & Restaurant Expo](#), [Vibe Conference](#), 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**

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