

FOR IMMEDIATE RELEASE

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FINALISTS ANNOUNCED FOR 2023 DEVAN SHAH TEA TYCOONS COMPETITION

Winners will be announced live at the 2023 World Tea Conference & Expo



Images from the 2022 Tea Tycoons competition can be found [here](#)

LAS VEGAS- [Questex](#) and the [World Tea Conference + Expo](#) are pleased to announce the 10 finalists in three categories for the upcoming Tea Tycoons competition taking place at the expo on **March 27-29** at the **Las Vegas Convention Center**. The Tea Tycoons competition sets the stage for new businesses, brands, and products to pitch to a panel of expert judges during a live contest at on the World Tea Conference + Expo's NxT stage on **Tuesday, March 28 from 4:00 p.m. – 5:00 p.m.**

The goal of this program is to celebrate and honor emerging small businesses, which produce innovative products that add significant value to the global tea industry. Winners will receive numerous benefits to support their growth including 3 passes to World Tea Expo 2024, ITI wholesale account with \$1,000 credit, coverage in TeaTime Magazine, consulting session with Kevin Christiansen of Café Barnabas, and inclusion in a press release announcing the winners in World Tea News.

2023 Devan Shah Tea Tycoons Finalists include:

Sustainability

- Wild Orchard Regenerative Teas
- Seven Senses Organic Greek Herbal Teas
- Four Stages Tea & Herbals LLC

Innovation

- Honey Badgers Bee Farm
- SINENSIS
- Conjure Tea
- Myanmar Tea Leaf

Camellia-sinensis Focused

- Sibahle Teas
- Treehouse Teas
- The Connoisseur Portfolio Tea Club

“I’m very excited about the Devan Shah Tea Tycoons finalists this year,” said FathAnn Bailes, conference and content manager for the World Tea Conference + Expo. “Each of these finalists are incredibly deserving of this recognition, and I can’t wait to see what our finalist are going to bring to this year’s stage for the live competition.”

This year’s Tea Tycoons competition will honor Devan Shah. Shah, who passed away in 2016, was the founder of the International Tea Importers and over his career helped make considerable contributions to the growth, education and innovation of the specialty tea industry.

International Tea Importers will once again be sponsoring the [Devan Shah Tea Tycoons](#) competition and is the exclusive registration sponsor for World Tea Conference + Expo.

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.**

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