

**FOR IMMEDIATE RELEASE**

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**WORLD TEA EXPO 2023 DELIVERS AN EXPANDED AND ENHANCED BUYER EXPERIENCE REACHING 11,000 PARTICIPANTS**

*Questex's World Tea Expo Returns to Las Vegas March 18–20, 2024*



*Link to hi-res images from World Tea Conference + Expo [here](#)*

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**LAS VEGAS** –[World Tea Conference + Expo](#), the leading gathering of tea industry professionals, returned to the Las Vegas Convention Center **March 27-29** with an expanded and enhanced guest experience. Co-located with [Bar & Restaurant Expo](#), the combined events held in the Las Vegas Convention Center attracted 11,477 attendees, a 10% increase compared to 2022.

The event featured a lively and greatly expanded expo floor with 100 exhibitors, double the size of 2022, with hundreds of the latest global products and innovation on display. The highly popular Tea Bar presented the most in-demand tea products from around the world and new this year, a mixologist crafted unique tea infused cocktails that are in high demand in bars and restaurants. Separately, the Boba Tea Experience offered special insight and samples of one the fastest growing categories in the industry.

This year's expanded conference program presented 3 days of educational sessions, industry engagement and learning coupled with unique tastings, and included offsite education at the renowned RiRa Irish Pub. Brand new networking opportunities were created to connect all attendees in a modern setting; as well as first time attendees in their own special dedicated reception.

Tim McLucas, Vice President of the Bar & Restaurant Group stated, "Evolving the World Tea Expo experience to establish modern opportunities for global buyers and sellers to come together, is key to

supporting the future needs of the industry and to stimulate new engagement. We are delighted with the positive reaction from the industry and look forward to expanding the event further in 2024”.

**World Tea Expo’s 2023 Best of Awards** which recognizes leaders and pioneers within the tea industry were awarded to:

**2023 World Tea Expo Best of Awards Winners:**

- **Most Innovative Tea App:** adagio teas
- **Best Tea-Inspired Chef:** Shania Thomas-Floyd, Pastry Chef
- **Most Creative Marketing Promotion:** Bewley USA Retail
- **Favorite Tea YouTubers:** Tea House Ghost
- **Most Sustainably Driven Company:** Yogi
- **Best Boba/Bubble Tea Company:** Percolate
- **Most Impactful Global Tea Body:** Ethical Tea Partnership
- **Favorite Speaker from the Last Five Years:** Jeni Dodd

**World Tea Expo** also included the return of the popular **Devan Shah Tea Tycoons competition and awards program**. The live competition concluded with winners in each category:

- **Camellia- Sinensis Focused Company:** Brittnee Lau- Treehouse Teas
- **Sustainability:** Patricia Graells & William Karis and Seven Senses Organic Herbal Teas
- **Innovation:** Sharyn Johnston- Sinesis

To learn about other key developments, trends, issues, hot topics and products within the global tea community, plan to attend World Tea Conference + Expo, March 18-20, 2024, co-located with [Bar & Restaurant Expo](#), visit [WorldTeaExpo.com](http://WorldTeaExpo.com). Stay connected with World Tea Conference + Expo on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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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](http://worldteanews.com) and [barandrestaurant.com](http://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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