

**FOR IMMEDIATE RELEASE:**  
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## **WORLD TEA EXPO ANNOUNCES 2024 CONFERENCE HIGHLIGHTS**

*Uniting industry professionals and suppliers from around the world March 18-20, 2024 in Las Vegas.*

**LAS VEGAS-** The largest gathering in the tea industry, [World Tea Expo](#) is pleased to announce conference highlights for the newly rebranded 2024 event, which is returning to the Las Vegas Convention Center, March 18-20, 2024. A brand-new conference program sets the stage for success as notable tea professionals host sessions that will cover topics including industry analysis, teas and botanicals, innovation, data and trends, business strategy and niche markets. The conference program will be accessible to both Full Conference and Tea Guru pass holders.

### **2024 World Tea Expo Conference Highlights Include:**

**Key Presenters-** This year's conference sessions will be led by a talented panel of experts, including founder of Mei Leaf, **Don Mei**; La QuintEssence founder, **Carine Baudry**; Cose di Te founder, **Fabio Ruggiero** and more. Conference attendees will learn about the main challenges in navigating the tea industry, important dos and don'ts, how to develop a company voice and authentic branding, sustainability, plus additional topics to help attendees grow a successful tea business. A full list of this year's speakers can be found [here](#).

**Tea Primer Covering the Basics-** New to 2024, co-owner of The Cultured Cup, Kyle Stewart, will lead an educational tasting experience covering the basics of tea. Attendees can expect to taste five types of tea while learning evaluation and preparation techniques drawn from Kyle Stewart's creative collaborations with renowned chefs, sommeliers, sensory evaluation scientists and other worldwide tea experts. The classroom-style tasting will demonstrate and provide an important knowledge base for the Tea Business Incubator.

**Tea Business Incubator-** Tea Business Incubator is designed for attendees interested in starting a tea business or looking for more insight into the tea industry. Industry leaders will walk through strategies to reach new heights of success, boosting the bottom line and understanding tea on a deeper level.

**Rare Teas-** Attendees can join Kevin Gascoyne in an immersive tea experience where participants dive into the world of unique and exquisite teas. These rare teas have the potential to transform a business into a haven for connoisseurs.

**Tea and Chocolate Pairings-** Stijn Van Schoonlandt, director of Kruze, will lead a delectable session that unveils the secrets behind creating a perfect array of flavors through tea and chocolate pairings. This

exclusive add-on session with limited seating, will explore pairings and tasting techniques featuring unique teas and creations from award-winning Belgian chocolatiers.

Early bird registration is now open for World Tea Expo at [WorldTeaExpo.com](http://WorldTeaExpo.com), and press registration is also available [here](#). To book exhibit space or to become a sponsor or advertiser, connect with Ellainy Karaboitis-Christopoulos at [ekaraboitis@questex.com](mailto:ekaraboitis@questex.com). Stay connected with World Tea Expo on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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### **About World Tea Expo**

World Tea Expo creates a modern, dynamic, and collaborative platform that unites industry professionals, tea suppliers, and tea enthusiasts from around the world. Blending fresh ideas, the latest trends and new distribution channels with focused buying, selling, networking and education, World Tea Expo is your chance to capitalize on this growing category to the fullest. World Tea Expo is a division of the Questex Travel & Hospitality Group which also produces [Bar & Restaurant Expo](#), [Vibe Conference](#) <https://worldteaacademy.com/> 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.**

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