



## **TIESTA TEA WINS FORBES FAN'S CHOICE AWARD FOR MOST INNOVATIVE CONSUMER BRAND WITH AGGRESSIVE ONLINE MARKETING STRATEGY**

**CHICAGO (August 13, 2013)** - Last week, Tiesta Tea was recognized by Forbes for receiving the 2013 Fan's Choice for Most Innovative Consumer Brand. The young loose-leaf tea company attributes this success to their strong online presence and valued supporters.

Experts in the field were asked to pick the 25 most innovative consumer and retail brands, receiving 200 nominations. Without stopping there, CircleUp25 wanted to reach out to consumers as well. By extending the voting to Facebook and Twitter, CircleUp25 received almost two thousand more nominations.

Among the competition, Tiesta Tea stood out with a large online following. They can be found on Facebook, Twitter and the company blog ([www.tiestatea.com/blog](http://www.tiestatea.com/blog)). Their social media sites are continually updated with valuable content as well as engaging interactions with customers and tea drinkers alike.

Tiesta Tea's online strategy is one focused on staying human. Aside from using social media for customer service and expanding the Tiesta Tea experience, the young company is reaching out to a variety of bloggers encouraging them to share their opinions of Tiesta Tea's blends. With the help of mommy bloggers, yoga bloggers, health bloggers, tea bloggers and many more, Tiesta Tea has been able to reach a large range of fans with real, unbiased reviews.

"The internet and social media have changed the game of buying and selling. The switch has been made. People no longer look to billboards and commercials for advice. They're looking for real reviews from real people. Our approach to online marketing seeks to provide just that," says Bobby Moynihan, Creative and Marketing Director at Tiesta Tea..

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### **About Tiesta Tea:**

Tiesta Tea Company is a loose-leaf tea company based out of Chicago, Illinois. Their all-natural, loose-leaf teas are packed with high quality fruits and herbs from all around the world. Their goal is to take the confusion out of tea by organizing the teas into five functional lines that explain the effects they have on the drinker (Energizer, Slenderizer, Relaxer, Immunity and Eternity). They believe this simple approach, along with unique flavors like Kiwi Cherry Bonanza and Banana Split will appeal to the masses and raise awareness for loose-leaf tea. Check out Tiesta's teas online at [www.tiestatea.com](http://www.tiestatea.com) or find them in major grocery retailers across the United States. Find out more information about Tiesta Tea Company by going to [www.tiestatea.com](http://www.tiestatea.com) or calling 312-202-6800. Keep up with Tiesta Tea by following them on Twitter or liking them on Facebook.

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