



## **JUNTO INSTITUTE HELPS SHAPE TIESTA TEA'S GROWTH TRAJECTORY**

Tiesta Tea's management team gains valuable business lessons from instructors and mentors at Junto Institute.

**CHICAGO (August 13, 2013)** – Tiesta Tea is one of seven companies that were a part of the founding class of a 10 month program at the Junto Institute for Entrepreneurial Leadership. This program has been beneficial to Tiesta Tea for a variety of reasons. Not only have Dan Klein (CEO), Patrick Tannous (President), Alex Sosnov (COO) and Bobby Moynihan (Creative/Marketing Director) been given the resources to become stronger leaders, better managers and smarter entrepreneurs, it puts the young company in contact with a variety of eager mentors and experts excited to share advice and experiences.

When introduced to the founder of the Junto Institute, Klein and Tannous immediately hit it off, sharing the same amount of passion for their companies. "He was so convinced this program was something that could help us out, both today and in the long run as well," said Tannous.

The program begins with a monthly class focusing on tactical business and emotional intelligence. Other parts of the program include office hours, mentor team meetings and a forum for the CEO and co-founders to participate in. Throughout the program, the incubator of founders make connections with experienced entrepreneurs, CEOs, executives and investors available to talk about business, life challenges and struggles the companies may be facing.

Tiesta Tea is having an incredible experience with the Junto Institute. "It focuses on making you a better businessperson. Junto engages lessons through human experience that you can't learn from a book. It's a great way to help manage your self-awareness, self-management, social awareness and relationship management. It's a great program," said Tannous.

"I think the biggest impact has been using emotional intelligence to better understand your team and people you interact with in business, from suppliers to customers to investors. Overall, Junto has taught me how to interact with people better," Klein shared.

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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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