

**Blair Kellison**

**CEO**

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**Mission:** We connect people to the power of plants to change lives.

**Vision:** To produce the highest quality medicinal teas and educate consumers about herbal medicine. Eliminate poverty in herb collection villages through community development & empowerment.

**Supply Chain:** The Company has a unique, unparalleled international supply chain that last year procured 117 different herbs from 35 different countries all of which were pharmacopoeial grade and organic and a third of which included social certifications (Fair Trade). The supply chain team has deep roots around the world with many vendors supplying the Company for over twenty years.

**Impact:** Each year TM invests over $750,000 in its global supply chain communities. These projects range from building schools to water and food security to agricultural studies to micro lending. These projects are an investment in the communities it is dependent upon to meet its future herb needs.

**Differentiation:** The quality of its herbs, its trained herbalists, and its values differentiate TM. TM is committed to only using high quality pharmacopoeial grade herbs and embracing ingredient purity, sustainability, and social and environmental activism. TM pioneered the wellness tea category and continue to lead it today.

TM is passionate about passing along the centuries-old wisdom of how to use plants for wellness. Every tea and herbal product TM makes must have sufficient evidence of safety, quality and efficacy in support of its claim statements and formulation rationale.

**Summary**

**Traditional Medicinals (TM)** Founded in Sonoma County, CA in 1974 by Drake Sadler and Rosemary Gladstar. Together, they shared a vision for the rebirth of herbalism in North America and a business philosophy based on environmental stewardship and social equity. Forty years later, with $70MM in sales, the Company has over one hundred herbal wellness teas and is the market leader in medicinal herbal teas with its products in 70,000 retail outlets across North America. Traditional Medicinals (TM) is also the number one seller of both organic tea and fair trade herbal tea in the US.

**Opportunity**

Here in its 41st year, TM is experiencing record growth, record sales, and record profit. Its five year compounded sales growth is 15%. From 2010–2014 the Company experienced the greatest expansion in its history. And although TM anticipates another decade of double digit growth of its base tea business, the board and management team have their sights set on transitioning from a $70MM bagged tea company into a $500MM herbal wellness company with multiple product forms. With only 25% of the U.S. population drinking herbal tea, the Company is uniquely positioned to introduce its herbal wellness to consumers in additional non bagged tea product formats. The Company possesses unparalleled herbal product knowledge, has a trusted brand name, 70,000 points of retail distribution across all major channels, and a seasoned CPG management team to successfully extend the brand into new product formats.

**Management**

The Management team at Traditional Medicinals is led by a CEO that is a former CPA from E&Y and marketer from Nestle and MBA from the University of Chicago. He has built a strong CPG executive team underneath him whose experiences include Kellogg’s, Pillsbury, Coke, SC Johnson, Kimberly Clark, Novartis, and a CFO from ITW (Illinois Tool Works). The Company’s strong board of directors include the Chairman of the Board of Whole Foods, the Founder and Chairman of UNFI (largest health food distributor in the world), and the Founders of both Silk (White Wave) and Horizon Dairy. The Company also employees thirteen herbalists. Together, the board, the executive team, and the herbalists have developed a well thought out strategy for future growth.

**Impact**

We’re serious about sustainability. From our certified organic and non-GMO ingredients to our commitment to renewable energy, we represent the vanguard of environmental and social responsibility. In all we do, we strive to uphold the three pillars of sustainability: environmental protection, social equity, and economic viability.

We are committed to annual sustainability reporting, which allows assessment and rating by independent sustainability organizations. Our sustainability performance is being measured using metrics and standards developed by B Lab, the California Green Business Program, the Green America Green Business Network, and the Sustainable Food Trade Association.