



CHARTER THE REPUBLIC OF TEA

Whereby, we the people of The Republic of Tea hereby declare that ~

- Our purpose is to enrich people's lives through the experience of fine tea and the Sip by Sip rather than Gulp by Gulp lifestyle – a life of health, balance and well-being.
- Our mission is to become the leading purveyor of full-leaf teas and herbs in the world – respected for our unsurpassed quality and unequalled product selection, service, creativity and presentation. (Our covert mission is to start a Tea Revolution by infusing our culture with a new and relevant tea ceremony.)
- Our way is to encourage Citizens of The Republic (our customers) to discover the many virtues of tea by providing truly outstanding products and delivering them in innovative ways. We aim to educate, inspire and communicate the quality, benefits, values and lifestyle of The Republic of Tea and its products in everything we do.
- We are committed to caring for our customers and employees in a kind, respectful, compassionate way and to build long-term, mutually rewarding relationships with our suppliers, customers, communities and each other.
- We value patience, persistence, initiative, resourcefulness, courage and a good sense of humor. We appreciate beauty, simplicity and genuine content.
- We are mindful of the impact that our actions and business activities have on our communities and environment; we conscientiously act in a long-term and responsible manner.
- We understand that distinguished financial performance is essential to our ability to thrive and to accomplish our broader mission.
- We know that, as an organization and as individuals, we must continually learn, grow and innovate in order to progress, succeed and accomplish our goals.
- We delight in drinking tea.

Adopted this 16th day of March, Nineteen-hundred and ninety-four.

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