

TEFORIA

Demo Manual

Context about Teforia

About Teforia

Why we are different from every other tea brewing method:

Teforia is the first intelligent tea machine that uses machine-learning technology to get to know your tea preferences so that you can have the perfect cup of tea — every time.

Teforia uses WiFi, Bluetooth®, RFID technology, and a companion app that allows you to adjust caffeine and antioxidant levels, as well as Sweet, Savory, Fruity, and Floral flavor notes to suit your tastes.

Parts of the Teforia - Teforia unit

1. *SIPs™ reader*: User places the SIPs™ on the reader located on the top of the machine. The machine reads the RFID tag and retrieves the tea's expertly crafted recipe.
2. *Infusion chamber*: User places dry tea leaves in the infusion chamber for brewing.
3. *Infusion status*: Lights will only illuminate when in use to alert you of infusion progress.
4. *Carafe*: Easy-to-clean, stain-resistant borosilicate glass carafe and infusion globe are surrounded by high-impact, BPA-free plastic to withstand daily use and keeps your tea warm and ready for sharing.
5. *Button presets*: Save your favorite recipes for one-touch brewing.
6. Wireless connectivity communicates with your smartphone for an even deeper tea experience in the Teforia app.



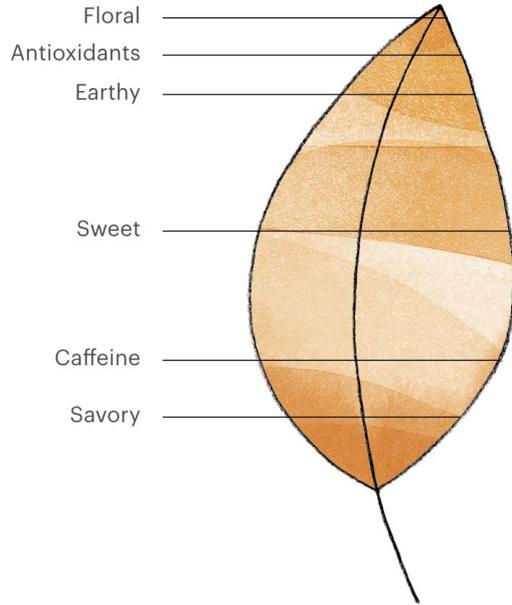
Parts of the Teforia - SIPs™

Teforia teas are packaged in fully recyclable containers called SIPs™. (Why SIPs? because sipping is what you do with tea!) They are 90 percent compostable. The lid needs to be recycled because it contains an RFID chip that contains the recipe information for the tea inside. Send the lids back to us, and earn points!

We worked with tea masters and growers around the world to collect recipes for how each tea should taste, and this deep recipe knowledge is part of the magic of Teforia. The infuser has more than 1,000 pre-programmed master recipes, and every time we craft a new recipe, it is pushed automatically to your Teforia via the cloud.



About the Teforia Infusion process (SIPS™)



Intelligent infusion.

Every tea is unique and has a story to tell. The proprietary Teforia Selective Infusion Profile System ("Teforia SIPS"™) brings out the best in flavor and complexity to produce tea like you've never tasted before. Using Teforia SIPS™ the infuser automatically determines the best brewing recipe, crafted in collaboration with tea masters, tea growers, and scientists.

Traditional methods can only extract the simplest flavor, but the Teforia infuser can highlight and enhance the true character of each tea.

Step-by-Step Demo

Demo Setup - Getting Ready

Step 1: Fill the water tank with purified water and return to unit making sure the tank is seated properly. Alternatively, the water tank may be filled while on the unit.



Using the Teforia - SIPs™ Version: Demo

Step 2: Let's start by brewing a carafe using one of the Teforia teas, which are packaged in these fully recyclable containers called SIPs™. They are 90 percent compostable, with the lid needing to be recycled because it contains an RFID chip that contains the recipe information for the tea inside.

You begin by placing one of the SIP™ containers on the Teforia logo on top of your Teforia. The logo is actually the RFID reader, and the RFID chip in the SIPs™ container tells the machine the type of tea and brewing recipe for the machine to use for that specific tea.

Open the SIPs™ container (show the customer the inside and encourage them to enjoy the smell of the loose tea leaves).



Using the Teforia - SIPs™ Version

Step 3: Pull up the Infusion Arm, and turn the Infusion Globe counterclockwise to remove it from the machine.



Using the Teforia - SIPs™ Version: Demo

Step 4: Next, pour the loose leaves into the infusion globe, which we designed to be transparent so you can enjoy the quality and beauty of the leaves.



Step 5: Place the Infusion Globe back on the machine, turn it clockwise to lock it into place, and return the Infusion Arm onto the infusion globe.



Using the Teforia - SIPs™ Version: Demo

Step 6: Press the Primary Infusion Button to begin the infusion process, which will be marked by a chime and the illumination of the Actively Infusing icon. *If the light is no longer illuminated run the SIPs™ label

over

the

reader

again

At this point, let the infusion process engage the senses. This is the time to highlight the key bullet points (see next page) of Teforia with your audience.



Using the Teforia - Key Bullet Points: Demo

- What you see happening now is that the infusion globe is filling with water for a series of micro infusions. Micro infusions allow the Teforia to enhance specific flavors while suppressing others like bitterness and astringency.
- The Teforia is like your own personal tea master who does all the work for you while still allowing you to engage in and enjoy the ritual of tea making. Your tea will brew using anywhere between three to five micro infusions, with each infusion targeting specific flavor compounds found within the tea leaves. These micro infusions will fill the carafe in anywhere from 3 to 5 minutes, resulting in 12 ounces of a truly multi-layered brew with an immense depth of flavor.
- One thing I want to mention while you're enjoying the dancing tea leaves is that the master recipe we are using can be customized and adjusted using our app. For example, let's say you love this tea but it's too much caffeine for you later in the day. You can easily craft an afternoon version of the recipe with less caffeine. You simply adjust caffeine levels within the app, name the recipe, and save it. Teforia can lower the caffeine in any of its teas by up to 60 percent naturally — this is accomplished through the smallest tweaking of the countless variables that go into making the perfect cup (water temp, steeping time, agitation of the leaves, etc.)
- You can also increase antioxidant levels by up to 130 percent, and we've had these customization abilities verified by third-party labs. Finally, you can use the companion app to focus on specific flavor profiles that you like, dialing up or down one of the four major tasting profiles, including Sweet, Savory, Fruity, and Floral.

Using the Teforia - SIPs™ Version (Tea Tasting)

Once the tea is done infusing, the Infusion Complete/Carafe icon will illuminate, and you'll hear a chime. At this point, you can remove the carafe and pour two perfect 6-ounce cups of the most flavorful tea.

Lets try it shall we? (Remove carafe and pour small tastes into cups and pass around.) How does it taste to you? You should notice that there is no bitterness or astringency and that it has a long, smooth finish.

- One of the many things I love about the carafe is that not only does it hold two perfect servings, it can also hold your tea at temperature for up to two hours.
- Depending on the type of tea, the 5 grams of tea in each SIPs™ container can brew up to five carafes of tea so you can get up to 10 cups of tea from just 5 grams of loose leaf tea!



Using the Teforia - Side-by-Side Comparison

We often like to run side-by-side demos of the Teforia against conventional brewing methods. The Teforia demo is exactly the same, you just add a conventional demo after you have started the Teforia.

Step 1. You will see we have 5 grams of tea for both demos. Same tea type same amount of tea.

Step 2. Pour tea into conventional infuser.

Step 3. Pour water into conventional infuser. Once the Teforia tea has finished brewing, empty the conventional infuser into a Teforia carafe for easy serving.

Step 4: Line up two rows of cups and pour (side by side) the tea brewed using each method. Serve to customers so they take one of each brewing method. Have them taste the conventional first and the Teforia second. Ask them what they notice about the taste, color, aroma of each.



Using the Teforia - Side-by-Side Comparison

Japanese Green

Made with Teforia.



Tasting Notes

Balanced, fresh green flavor, buttery mouth feel, followed by a very long sweet finish.

Customization

Flavors: Savory, Earthy, Sweet.
Nutrients: Caffeine, Antioxidants.
Recipe: Crafted with master tea maker.

Made with tea pot.



Tasting Notes

Umami savoriness with a slight sweetness and bitter hints on the finish.

Customization

Strength: Bitter or weak.
Method: Five grams, 95C/203F,
20 seconds

Taiwanese Oolong

Made with Teforia.



Tasting Notes

Ultra smooth, with complex notes of savory kale, roasted wheat and a clean, sweet, melon finish that lingers.

Customization

Flavors: Savory, Earthy, Sweet.
Nutrients: Caffeine, Antioxidants.
Recipe: Crafted with 4th generation master tea grower.

Made with tea pot.



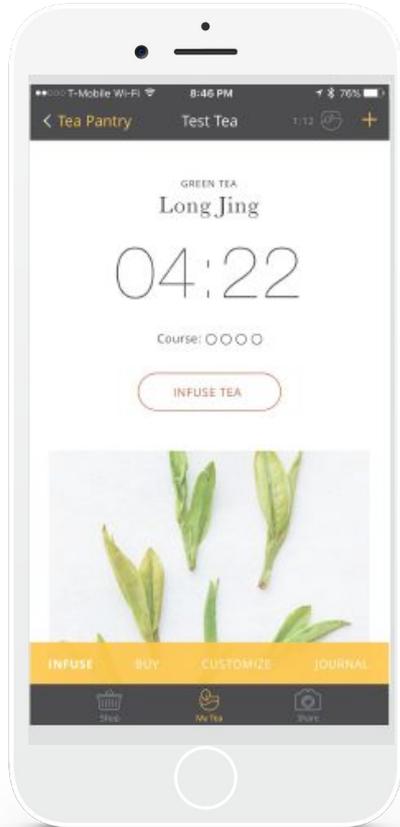
Tasting Notes

Savory flavor with hint of grassy brightness followed by a mild bitterness.

Customization

Strength: Bitter or weak.
Method: Five grams, 90C/195F
for three minutes

Using the Teforia - Personal Loose Leaf Tea Version



If you want to use your own loose leaf tea, the process works in much the same way — you just need a scale. You start by measuring 5 grams of your tea.

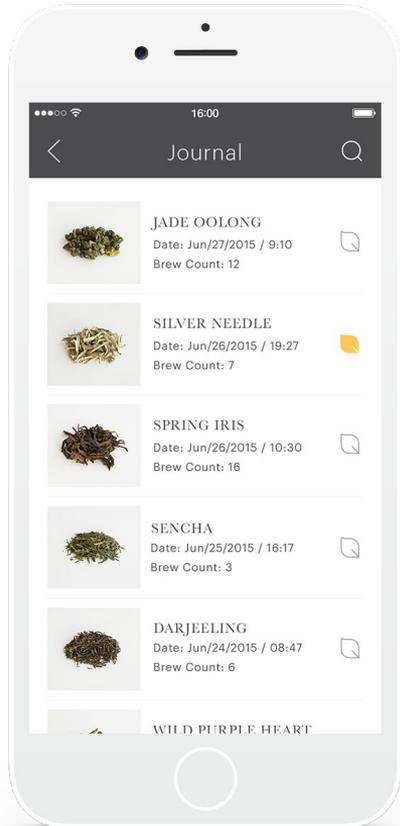
To begin brewing, pull the Infusion Arm up, turn the Infusion Globe counterclockwise and remove it from the machine. Pour your loose leaves into the infusion globe, the same way you would when using the Teforia SIPs™.

Go to our companion app to answer a few key questions about the size, color, and shape of the leaf. This will help the app identify a recipe it thinks is best suited to the tea you want to brew. Once the recipe is identified, select brew so you can start the infusion process through the app.

Once the tea is done brewing, taste it see if you want to make any flavor adjustments. We understand that everyone's palate is unique, so although we start with a master recipe, we invite you to adjust it for your own preferences.

The flavor wheel (show the wheel in the app) allows you to make some quick adjustments to the recipe. For example, I love a bit more fruit, so I can just make this subtle adjustment here (show adjustment), and then have the Teforia re-brew the tea to extract more of the fruity notes into the tea liquor. Once the taste is just right for me, I can name the recipe and then save it. The next time I want to brew this tea I just pull up my personal recipe and hit the infuse now button.

Using the Teforia - The Companion App



The Companion App is a great addition to the Teforia experience.

Recipes are fun to craft, and you can share them with the rest of the Teforia community through the app. You can also check out the recipes of other tea enthusiasts, share your photos, explore fascinating tea content, and share your experiences on social media.

Some Key App Features (only if customers ask for more detail)

- Track and share your tea tasting journey with the app's Journal feature, where you can store tea tasting notes and comments about your tea experience.
- Easily adjust the caffeine levels by 60 percent and antioxidant levels by 130 percent on all Teforia teas.
- Customize your infusion experience for your flavor preferences according to the four major tasting notes: Savory, Earthy, Fruity, and Floral.
- Seamlessly reorder Teforia accessories and your favorite Teforia tea with Valet our on-demand fulfillment service. Broaden your tea experience by exploring all of the teas Teforia has to offer.
- Explore the story of your favorite teas and learn more about the farm where your tea originated, as well as the grower and tea master who crafted your tea.
- Enjoy fascinating tea news and content, and share your favorite stories and posts on social media.

Using the Teforia - Step-by-Step: Demo

CLEAN UP: When you're ready to clean up, both the infusion globe and the carafe only need a quick, cold water rinse. Using a soft microfiber cloth, carefully wipe down all parts and accessories and place them back on the unit.

The inside of both the infusion globe and carafe are made of borosilicate glass, also known as Pyrex, so it's highly resistant to absorbing aroma and flavor, and it won't stain. The outside is made of shatterproof plastic, making the infusion globe and carafe extremely durable. It also means that if a little one grabs it, it will not burn their hands. We do not recommend putting either the infusion globe or the carafe in the dishwasher, because the double-walled seal can potentially break.



Appendix

Tea Facts

- In 2014, Americans consumed more than 80 billion servings of tea, or more than 3.60 billion gallons.¹
- The USA is the third largest importer of tea after Pakistan. (Bolton, D. (2016, April 12). Global Tea Industry Faces Diverse Challenges. Retrieved May 17, 2016, from <http://worldteanews.com/insights/global-tea-industry-faces-diverse-challenges>)
- Tea is now consumed in nearly 80% of US households, with more 50% consuming tea on any given day. (IBISWorld, Tea Production Report, Jan 2015)
- Approximately four in five consumers drink tea, with millennials being the most likely (87% of millennials drink tea).¹
- All tea comes from the *Camellia sinensis* plant, a warm-weather evergreen.²
- *Camellia sinensis* bears leaves, fruit, and flowers, but usually, only the leaf is used for tea. In fact, there's often confusion between herbal infusions, also known as *tisanes*, and actual tea. Although popular today in the health industry, herbal "teas" are not really teas at all, because they don't include the leaves of *Camellia sinensis*.³
- There are six main categories of teas: white, green, yellow, black, oolong, and post-fermented (also called "dark tea"). Within those categories are thousands of varieties each with their own distinctive aroma and flavor profiles.³

¹Tea Association of the USA, Inc., Tea Fact Sheet 2014

²Tea Association of the USA, Inc., "A Tea By Any Other Name..."

³"Teforia | Tea 101." *Teforia | Tea 101*. Teforia Company, n.d. Web. 08 Dec. 2015.