



DAVIDsTEA Enters Canadian Grocery Market With Loblaw Partnership

August 14, 2018

Your favourite DAVIDsTEA sachets conveniently available at a Loblaw grocery store near you

MONTREAL, Aug. 14, 2018 (GLOBE NEWSWIRE) -- DAVIDsTEA Inc. (Nasdaq:DTEA) is pleased to announce the introduction of some of its iconic flavours in tea sachets at select Loblaw Companies Limited (TSX:L) banner locations across Canada. Products are expected to start hitting the shelves in the coming weeks.

"We are excited to leverage our strong brand awareness to reach new customers in the grocery aisle through this partnership with Loblaw, the nation's leading food retailer. Among our wide variety of over 130 high-quality teas, this is an opportunity for new customers to discover some of our popular blends in tea sachet format at their local grocery store, while also providing added convenience to our existing loyal customers," said Herschel Segal, Executive Chairman and Interim CEO of DAVIDsTEA.

Once fully launched, DAVIDsTEA Sachet Packs of 15 will be available in a wide range of Loblaw banner locations including: Loblaws® Ontario, Independent® in Ontario, Western Canada and Atlantic Canada, Zehrs®, Valu-Mart®, Atlantic Superstore®, Dominion®, Provigo® and Fortinos®.

The initial selection of DAVIDsTEA Sachet Packs of 15 will represent some of the company's best sellers and customer favourites, including Buddha's Blend, Cinnamon Rooibos Chai (Organic), Cold 911 (Organic), Cream of Earl Grey (Organic), Detox (Organic), Forever Nuts, Green Passionfruit, Just Peachy, Mother's Little Helper (Organic) and Peppermint Amour (Organic).

About DAVIDsTEA

DAVIDsTEA is a retailer of specialty tea, offering a differentiated selection of over 130 proprietary loose-leaf teas, pre-packaged teas, tea sachets and tea-related gifts, accessories and food and beverages, primarily through 240 company-operated DAVIDsTEA stores throughout Canada and the United States as of May 5, 2018, and its website, davidstea.com. The Company is headquartered in Montréal, Canada.

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/3678ad6a-3ae2-4c01-ad40-9395ec357b24>



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