



DAVIDsTEA Reaching Donation Goal: Two Million Cups

December 6, 2023

MONTREAL, Dec. 6, 2023 /CNW/ - DAVIDsTEA Inc. (TSXV: [DTEA](#)) ("DAVIDsTEA" or the "Company"), a leading tea merchant in North America, announced today the Company is increasing its donation program efforts for the third consecutive year. Starting December 2023, DAVIDsTEA's community of customers will be able to shop with purpose. Every purchase made during this month at DAVIDsTEA stores and www.davidstea.com will equal one cup of tea donated to Canadian frontline heroes until the two million milestone is reached.



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During the pandemic, DAVIDsTEA began amplifying donation efforts as a way of supporting frontline heroes. Groups of essential workers, such as health care professionals, senior care communities, and education centers, were nominated by customers and employees alike to benefit from the program. Local Canadian communities from coast to coast that have benefited from the program thus far include BC's Mamas for Mamas, Montreal's Shriners Hospital for Children, and the Ottawa Regional Cancer Foundation, among many others.

Having reached its initial one million cups donation milestone in 2022, DAVIDsTEA has set a new goal of reaching two million cups by the end of 2023.

"At DAVIDsTEA we are humbled to continue supporting the hard-working frontline community and spreading joy through tea. We are thrilled to be so close to reaching our two million milestone and engaging our customers on this journey to help us reach this goal and continue offering comfort through tea, one cup at a time," said Sarah Segal, Chief Executive Officer and Chief Brand Officer, DAVIDsTEA. "Looking beyond the two million cup goal, DAVIDsTEA will expand its existing donation programs. In addition to an annual 500K cup donation goal within local communities in Canada, the Company will also sustain its Impact Fund, which supports local and global impact initiatives, such as the Nepal Clean Water project."

About DAVIDsTEA

DAVIDsTEA offers a specialty branded selection of high-quality proprietary loose-leaf teas, pre-packaged teas, tea sachets, tea-related accessories and gifts through its e-commerce platform at www.davidstea.com and the Amazon Marketplace, its wholesale customers which include over 4,000 grocery stores and pharmacies, and 18 company-owned stores across Canada and 170 grocery stores in the United States. The Company offers primarily proprietary tea blends that are exclusive to the Company, as well as traditional single-origin teas and herbs. Our passion for and knowledge of tea permeates our culture and is rooted in an excitement to explore the taste, health and lifestyle elements of tea. With a focus on innovative flavours, wellness-driven ingredients and organic tea, the Company launches seasonally driven "collections" with a mission of making tea fun and accessible to all. The Company is headquartered in Montréal, Canada.

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SOURCE DAVIDsTEA



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