

Stash Tea is Changing the Way You Think About Tea with New Brand Identity, A Little Bag of Crazy

Specialty Tea Brand Launches Bold New Campaign in an Effort to Transform the Tea Narrative

PORTLAND, Ore., November 12, 2019 – [Stash Tea Company](#), the B Corp certified makers of specialty teas, is changing the way consumers think about and enjoy tea. No longer reserved for just end of the day unwinding or slow Sunday self-care, Stash Tea is reminding consumers of the days when tea was at the center of history's most bold and rebellious movements.

On the heel of its latest ad campaign launched earlier this fall in partnership with creative agency Phenomenon, "A Little Bag of Crazy" celebrates being bold, with tea at the center of creative moments, innovation and inspiration. Starring with googly eyed and sassy ingredients, the 20-video ad series introduces consumers to the brand's new quirky tagline "A little bag of crazy," as Stash Tea seeks to change the modern tea drinking experience for today's consumers.

Stash Tea's embrace of the uncommon began in 1972 as the brainchild of two hippies in a Portland basement, seeking the taste of tea euphoria. What resulted is a philosophy unlike anything else on the market today, inspired by the boldest flavors in the world and hell bent on sparking a change within the industry – away from boring and calm and back to its bold, revolutionary roots.

"A Little Bag of Crazy stems from our brand ethos, where we're anything but quiet, predictable and tame," said Carla Marchese, Stash Tea's brand manager. "We're proud to be a little unhinged, and we welcome others to join us on our weird and wonderful journey as we combine flavors in a way no one has before. At Stash, we see tea as a cultural catalyst that can spark boldness and diversity in our minds, our community and our society rather than just within the confines of your cup."

As the cast of fruity characters highlight the vibrant, bold flavors of Stash Tea blends, the commercials are peppered with humor. This includes Perry the Asian Pear getting booted from the band and replaced by a spoon, or the ginger root stripping in excitement over how "deliciously spicy and fruity" Stash Ginger Peach Tea is.

In addition to offering bold flavors, the company is grounded in its social responsibility. In 2017, Stash Tea earned its B Corp Certification for its commitment to always meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose, joining a growing global movement of businesses using thoughtful actions to build a better world.

The quirky new videos can now be seen on social media and digital channels. To learn more about Stash Tea and the new campaign, visit stashtea.com.

About Stash Tea

Stash Tea was founded in Portland, Oregon in 1972 by two hippies seeking a tea euphoria. Since then, Stash Tea's mission has been to brew the boredom out of the world, with best-in-class ingredients and diverse flavors that delight the senses, surprise your taste buds, and brew up brighter and true-to-name.

Stash partners with farmers and suppliers who also believe that "doing it right" means more than just creating great tea; it's sourcing the best all-natural ingredients with you and the planet in mind. As a Certified B Corporation, Stash Tea is proud to be part of a movement of companies that believe in the power of using business as a force for good. Shop Stash teas at grocery stores throughout the United States and Canada and at Stashtea.com.

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