

Vivabox Includes Numi Tea in Gift of Choice



Monday, 20 October 2008

Vivabox, a Sodexo Group company based in Gaithersburg, Md., has added Numi Organic Tea to its line of sampler gift sets.



Vivabox's idea is simple: If you want to give someone an experiential gift, but aren't sure what, exactly, they'd enjoy, give them some options to choose from. With the Tea Time box, for instance, recipients get seven samples of different Numi specialty teas. After trying them all, they can redeem an enclosed gift card for a larger box of the flavor they liked best.

Vivabox began five years ago in Belgium, and Sodexo bought the company in June of last year. The new owner plans to roll out several other experiential gift boxes over the coming weeks and year.

RESOURCES

- BUSINESS DIRECTORY
- E-CLASSIFIEDS/JOBS
- INDUSTRY EVENTS

Sign up for e-News

The Tea World in your inbox...



subscribe

World Tea Expo



User Login

Username

Password

Login

Remember me

[Lost Password?](#)

No account yet? [Register](#)

RESOURCES

- BUSINESS DIRECTORY
- E-CLASSIFIEDS/JOBS
- INDUSTRY EVENTS

Google Ads