**An Award-Winning Year for Organic Merchant**

January 13th 2022

Australian holistic wellness and lifestyle brand Organic Merchant **wins six gold medals** in Australia’s premier Golden Leaf Awards adding to their new **Manufacturer of the Year** title, cementing them as the organic brand to watch.

Organic Merchant won six Golden Leaf gold medals including Tea Packaging and four silver medals including best Tea Website.

“We are incredibly humbled to have been included in this year’s awards amongst such an impressive calibre of businesses. We have been working extremely hard over the last 12 months to refresh the brand, packaging, and website to further establish ourselves as a major player not only as a loose-leaf tea brand but within the premium wellness space.” says Organic Merchant founder and naturopath Chalimah Jeanne.

The total medal haul for Organic Merchant includes 10 awards; gold for best non-traditional chai tea, gold for best tea packaging, gold for best natural green tea blend, gold for best loose leaf herbal tea, gold for best rooibos blend, gold for best matcha blend, silver for best natural tea blend, silver for best fruit infusion, silver for best herbal wellness tea and silver for best tea website.

The Golden Leaf Awards (GLA) is an independently organised competition, judged by

professional cuppers, to distinguish the highest quality & best tasting teas commercially

available in the Australasian Marketplace. Each submission into the competition is evaluated blind and through organoleptic analysis of the following characteristics: brewed colour, brewed aroma, brewed flavour, brewed mouth-feel, and brewed harmony.

To add to this successful win, Organic Merchant were announced as the successful winner of the newly created Manufacturer of the Year Award by peak industry body Australian Organic Limited (AOL).

AOL Chief Executive Officer, Niki Ford, said the Awards were designed to celebrate excellence in the organic industry and applauded the winners for their leadership in, and commitment to, the nation’s rapidly growing $2 billion-plus organic industry.

“The winners all play a vital role supplying customers with nutritious food and consumables, and with nine million Australians turning to organics last year, we are very excited about the future.” Niki said.

Chalimah Jeanne said upon winning the award “Winning the first-ever Manufacturer of the Year Award is an incredible honour and validates our efforts in supporting and leading the organic movement here locally in Australia and internationally. We are incredibly passionate and committed team to leading organic, holistic, and sustainable ways of doing business around the world”.

Established in 2011 by naturopath Chalimah Jeanne, Organic Merchant creates organic teas, tisanes, cacao blends and bath soaks for people, planet, and purposefulness.

Each product has been years in the making, taking learnings from modern science, ancient Western, Chinese, Peruvian and Ayurvedic teachings. Crafted with the philosophy of purity and beauty, brewing a kaleidoscope of colours and aromas to enchant the senses, heal the body and soothe the mind.

Organic Merchant is committed to being plastic free and certified organic. Tea is whole, unprocessed, premium grade loose leaf, ethically and sustainably sourced and then blended for its nutrient value, therapeutic properties, and taste profile. All packaging is recyclable, biodegradable, compostable or reusable

“We believe organic consumables are not only better for people, but also for the planet. Our everyday choices are guided by whether or not it will be a good choice for our customers and the planet” says Chalimah.

To learn more about Organic Merchant visit [**www.organicmerchant.com.au**](http://www.organicmerchant.com.au)

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