



SoRen Tea

Sisterpreneurs
blending a
successful, high-end
tea experience

In November 2011, sisters Sonnia Thomas Shields and Rena Thomas Williams launched luxury lifestyle brand SoRen Tea with a gourmet selection of blended, loose teas. With innate entrepreneurial skills, Sonnia and Rena planned to use their business backgrounds to create a go-to brand for stylish tea products, gifts and events, with the ultimate goal of opening a physical tea location.

The concept for SoRen Tea was born while Sonnia was living and working in London from 2006 to 2009. During this time, the sisters experienced traditional afternoon tea at some of the finest establishments across Europe and quickly fell in love with tea and the afternoon tea ritual. During their travels, Sonnia and Rena started visualizing their own fashionable tea line and establishment. Incorporating their zeal for opulent experiences, the sisters' collective vision for SoRen Tea was to create a modern tea bar that specializes in bold, unique tea blends and trendy afternoon tea. After receiving counsel from business mentors, they decided to launch their vision online first and aimed to create a luxury boutique through SoRenTea.com. "My sister and I have combined our love for exceptional tasting tea with our passion for stylish afternoon tea experiences to create the SoRen Tea brand", said Williams.

SoRen Tea specializes in gourmet loose leaf teas and focuses on creating the ultimate tea experience, from the elegant packaging and unique tea blends to the online tea boutique SoRenTea.com. The product line currently consists of loose tea, dessert and classic blends, and gift totes. Each blend is presented in an elegant black tin with a floral spot gloss finish, designed to be the perfect accessory in homes and to complement other high-end brands. The SoRen Tea brand was designed with tea rooms, boutiques and fashionable retailers in mind. The brand has been recognized by national media outlets such as *Essence Magazine*,

Pictured above: Rena Thomas Williams (left), Managing Partner & CMO and Sonnia Thomas Shields - Managing Partner & COO (right)

PHOTO BY ARIEL PERRY PHOTOGRAPHY

Top Selling Blends:
(clockwise from top right)
Vanilla Rouge, Cashmere
Creme, Bohemian Peach,
Estate Grey



FOX News, CBS Better Mornings and *The Tea House Times* to name a few. In addition to being sold online, SoRen Tea products are sold in select retail locations.

Since launching the company in 2011, the sisters have continued to utilize their professional backgrounds to introduce new experiences for their customers. Sonnia is at the helm of the financial side of SoRen Tea's business. A professional on Wall Street for more than a decade, Sonnia brings her project management, leadership and finance skills to the company. Rena leads SoRen Tea's marketing, research and product development initiatives. An accomplished marketing communications specialist, Rena contributes more than a decade of brand marketing and account management experience to SoRen Tea. Though they currently live in different cities—Sonnia in New York, Rena in Atlanta—they combine each other's strengths and professional expertise so that the business is smoothly run.

At the beginning of 2013, Sonnia and Rena introduced the SoRen Life brand to give them a platform to produce tea events where like-minded people can come together to network and experience the luxury of the SoRen Tea brand. SoRen Life events include tea bars, afternoon tea and Tea and Conversations events, and typically take place at boutiques, art galleries and private venues. Housed under the SoRen Life umbrella, Tea and Conversations was created to highlight female movers and shakers across industries while discussing positive changes for our community and beyond. In October 2013, SoRen Tea launched its first Tea and Conversations event in Soho, New York City. SoRen Tea supporter and Oscar-nominated actress, Taraji P. Henson, was the guest of honor and gave a very candid conversation about her

background and career. This intimate, invitation only event was held at a carefully selected location that reflects the vision for the SoRen Tea Bar that Sonnia and Rena plan to open in the future. The sisters are looking forward to partnering with select non-profit organizations for future events to highlight their causes.

Sisterpreneurs Sonnia and Rena have described SoRen Tea as a labor of love and an amazing journey. To shop the boutique and for wholesale inquiries, visit SoRenTea.com. Be sure to sign up for their monthly newsletter and follow them on Facebook, Instagram, Pinterest and Twitter to get a behind the scenes look into the SoRen Tea brand. **S**



SoRen Tea
Signature
Collection