

FOR IMMEDIATE RELEASE

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The Canadian Rockies Continue to be Steeped in Flavour and Tradition

Banff-based Natur'el Tea now proudly served at major tourist destinations operated by Brewster Travel Canada

BANFF - Natur'el Tea is thrilled to announce a partnership with Brewster Travel Canada as the signature tea supplier to major tourist properties in the Rockies, including Banff, Jasper, Lake Minnewanka, the Columbia Icefield and Maligne Lake.

Founded by Jolene Brewster in 2005, Natur'el Tea blends organic tea leaves, spices and local herbs to create fresh, sweet and incredibly flavourful teas. Various Black, Green, White and herbal infusions, including Rooibos and detox blends, all are hand made in small batches for optimum freshness. The teas are packaged in custom tins, and labelled with historic imagery of yesteryear from Banff's Whyte Museum.

"My family hosted visitors from all over the world on hikes and adventures throughout the Rockies and practiced what we referred to as a 'mountain tea ceremony'. I grew up indulging in moments where we stop, sip, and soak in nature at its finest." Jolene says. "This partnership with Brewster Travel Canada is more than providing a tea program to Alberta's finest tourism destinations. It honours my ancestors and their role in the brand of hospitality this beautiful area and the Brewster name continues to offer."

Jolene and her family are an integral part of the area's history and fabric of the community. In 1892, the Brewster brothers, two sons of the early pioneer family, trained through the First Nations People and began guiding guests of the Banff Springs Hotel to scenic highlights in and around Banff National Park. Jolene is a fourth-generation member of that same family which started Brewster Transport in 1916.

Throughout more than a century of operating in the magnificent Canadian Rockies, Brewster Travel Canada has adopted and respected Parks Canada's vision of forging healthy relationships between people and nature. The organization is committed to working with local food producers to bring an authentic sense of Western Canadian flavour to travellers from across the world visiting Banff and Jasper National Park.

Corporate Chef for Brewster Travel Canada, Martin Brenner, says Natur'el Tea is the perfect complement for anyone's journey through the Rockies.

"Jolene and Natur'el Tea have a rich history within our community. Her commitment to beautiful flavours pays homage to our surroundings, but also supports sustainable, fair-trade agriculture. Natur'el Tea being Banff-based is what makes this product so special and why we believe it's something lovely to enjoy in these majestic settings and to take home as a memento of their time with us." Brenner says.

"This beautiful community is part of me and is in my blood," says Jolene, "I believe every sip of Natur'el Tea offers visitors to the area inspiration and memories of these valleys, meadows, lakes, and peaks. I hope the momentary pause to enjoy a cup acts as a reminder of the open invitation to return."

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About Brewster Travel Canada

Brewster Travel Canada has been delivering premium Canadian travel experiences to the global market by connecting travelers to the world's most spectacular natural locations. With expertise in travel planning, transportation, hospitality, and attractions, Brewster Travel Canada has set the standard of excellence for authentic travel experiences in Canada and the Rocky Mountains with a history that dates back over one hundred years. Brewster is part of the Viad Corp (NYSE:VVI) Travel & Recreation Group, which also includes Glacier Park, Inc. and Alaska Denali Travel. For more information about Viad, visit www.viad.com. For more information on Brewster, please visit www.brewster.ca.