

Webshop Guideline YOGI TEA GmbH

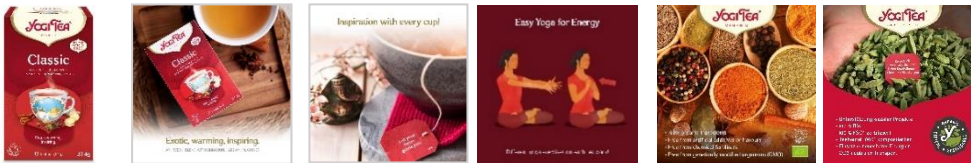
May 1st 2022

Guideline per SKU

- 1.) Create Account on our media library or login : [Media Library ⇒ YOGI TEA®](#)
- 2.) Choose the category "Online Content"
- 3.) Choose the sub-category "Images_By SKU"
- 4.) Download the individual pictures per SKU
- 5.) Choose the sub-category "Images_General"
- 6.) Download the general pictures
- 7.) Choose the sub-category "Text"
- 8.) Download the optimized text files per language
- 9.) Create Online Content as described:

Sequence of Pictures (in exactly this order for the number of pictures possible)

Example:



Main Packshot / 2nd Mood / 3rd Teatag / 4th Yoga Pose / 5th Ingredients / 6th MTO

1. Title: Long Version (medium or short version only if limited space)

Example:

Yogi Tea, Classic, Organic Spice and Herbal Tea, Blend of Cinnamon, Cardamom and Ginger, Naturally Caffeine Free, 17 Teabags

2. Bullet Points: Listed one by one, below each other : 6 if possible / keep the order if limited space / copy the text from the text file for each bullet point or the whole list of all 6 bullet points from the column "All Bullet Points")

Example:

- Exotic, warming, fortifying
- A wonderful blend of sweet cinnamon, cardamom, tangy ginger, cloves and pepper
- 100% Natural, 100% Organic
- Teabags 100% compostable
- With a yogic wisdom on each tea tag and a yoga exercise on each pack
- Naturally caffeine free

3. Product description

Example:

This wonderful blend of sweet cinnamon, cardamom, tangy ginger, cloves and pepper inspired generations of yogis as well as the YOGI TEA® brand and laid the foundation for the diversity of our Ayurvedic tea blends. Enjoy it best sweetened and mixed with milk or a vegan alternative. The original of our Ayurvedic tea blends and naturally caffeine free.

The tea with which the YOGI TEA® story began.

For more than 40 years, YOGI TEA® has stood for delicious herb and spice teas that are based on unique Ayurvedic tea recipes with roots in the 3,000-year-old Indian philosophy.

Those who live mindfully discover something great in small things. YOGI TEA believe that living in balance can do a lot of good for everyone – and that there is an incredible amount of inspiration for it in a cup of tea!

4. Preparation

Example:

BREWING PREPARATION: Pour 250ml of freshly boiled water over the teabag. Allow to infuse for 7 minutes (or longer for a stronger flavour). Add milk or milk substitute and sweetener to taste.

5. List of ingredients

Example:

Ingredients: Cinnamon* (52%), ginger* (17%), cardamom* (16%), cloves*, black pepper*, cinnamon oil*.
*certified organic

6. Warning notice if necessary

Example:

Contains liquorice - excessive consumption of this product should be avoided if you have high blood pressure.

7. Description Yoga Pose: If possible, please insert the description of the Yoga Pose, too!

Example:

Why not try this yoga move for extra energy?

Sit cross-legged or on a chair with your spine straight and feet flat on the floor. Stretch your arms straight out in front of you, parallel to the ground, with your palms facing each other and the fingers wide apart. Breathe long, deeply and powerfully through the nose for 1-3 minutes. Then inhale deeply and, while holding the breath, make fists of your hands, slowly bringing them to your chest under maximum tension. Slowly exhale when your fists touch your chest and relax. Take a few deep breaths and feel the energy you have created.

If there is no content available on the media platform, please contact b2b.eu@yogiproductions.com