

Austin Business Journal - November 21, 2005  
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Austin Business Journal - 11:42 AM CST Monday

### Sweet Leaf Tea raises \$750,000 in latest funding round

Austin company [Sweet Leaf Tea Co.](#) is brewing up some growth capital.

Sweet Leaf raised about \$750,000 in its third funding round, and plans to use the proceeds to expand sales and marketing efforts.

Sweet Leaf has raised about \$2.5 million to date.


Michelle Weisblatt, director of operations for Sweet Leaf, says the company will likely add a few new sales representatives in Texas as a result of its growth, and by the end of 2006, may add additional operations employees.

Currently, Sweet Leaf has 11 employees, and is distributed in 40 states in large grocery, gourmet and health food markets.

The financing for this funding round was provided by [Republic Holdings Texas LP](#), with Republic partner Ward Greenwood working with Sweet Leaf on the transaction.

The financing was facilitated by [Focus Strategies LLC](#), an Austin merchant bank that works with middle-market operating and financial services companies.

Sweet Leaf Tea was founded in 1997 by Clayton Christopher, who invested his entire savings in the business, and began brewing tea with a garden hose and large crawfish pots.

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