

Having Tea with Nancy Cohen  
by  
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After several years of being a full time mom, Nancy Cohen has found a new calling in a very unexpected place; a cup of tea.

Although she loved being a full time mom, Nancy also felt the need to do something outside of the home. But, she knew that whatever it was, it needed to fit her lifestyle. “It had to allow me the flexibility of being home when I needed to,” she says. “I was, and am, still a very busy mom.”

The answer came to her almost by accident. Nancy says, “A couple of years ago, when we had the coldest winter in about a century, I was almost living on tea because it was so cold.”

However, the tea had an adverse reaction. “I have Celiac, but I never thought that there would be gluten in tea,” Nancy says. “When I finally figured out that it was the tea, I thought, ‘now what am I going to drink?’ So I went on a hunt to find an all-natural loose leaf tea that was transparent in its ingredients.”

It was through this hunt that Nancy discovered Lisa Berezowski and Steeped Tea. She says, “I finally came across an article about Steeped Tea and the tea sounded interesting, so I contacted Lisa.”

Nancy explained to Lisa about her Celiac Disease, so Lisa sent her samples that were only gluten free, along with information about the business. Nancy says, “At the time there was a Tea Tour coming up, so I attended it and listened to the owner, Tonia Jahshan, talk about the business opportunities. I knew then and there that I was going to sign up.”

That was a year ago and since then Nancy has achieved all the sales incentives, has a team of 17 people under her and this winter she has earned a trip to Montego Bay, Jamaica, through her work with Steeped Tea. “I love the fact that so much of this business is a little bit of everything about me; recruiting, training, sales, it incorporates all of it,” she says. “I want to create the opportunity for others and this allows me to do that.”

Nancy is a senior group leader and loves being on the Steeped Tea team. “It is like a family. Everybody that is involved in this company are super friendly and just great people to work with,” she says. “I have gained so much and made so many new friends.”

Of course, for Nancy it is more than just a business. “I love the tea,” she says. “I can’t even name a favourite, because I like different teas at different times of the day.”

One of the teas that Nancy likes to promote is Matcha tea. She says, “Matcha, while centuries old, has become the new 'super food' due to its incredible health benefits. Matcha is the consumption of the whole green leaf. So half a tsp of Matcha per one cup liquids is the equivalent to the health benefits of 10 cups of green tea. It is packed with antioxidants, it has catechins that are cancer preventing and it boosts your metabolism, so it can assist in weight loss. It also has a slow release of caffeine that lasts over four hours. Matcha offers a 'calm-alertness' due to the L-Theanine that is present. It can also improve mood and decrease or lower anxiety. Steeped Tea offers Matcha in several flavours: Sweet Strawberry, Pineapple Punch, Lemonatcha, Vanilla, Melon Ball, and plain Matcha.”

There are a number of ways of getting involved with Steeped Tea. Nancy explains, “What we offer are many things. First, if someone wants to host a party, I come into their home and bring the tea and some snacks and it is just a good time for people to get together and visit. Of course you can always purchase products without hosting a party, if you prefer. We also do fundraisers. We offer 12 of our most popular teas at \$12 each. The sellers collect orders for the tea and the community organization keeps 40 percent profit right off the top. It is very easy to administer and they get their money right away. Finally, there is the business opportunity. I love helping people, whether it is the financial opportunity, or just the opportunity to get out and meet people and making new friends.”

Nancy also participates in community events. She says, “I have a number of events set up in various community clubs where I have a table set up selling Steeped Tea. Those are great because you get to meet people you wouldn’t normally meet.”

Nancy does corporate events, putting together tea collections for corporations to distribute to their staff and client appreciation gifts. She also put together donation baskets for charitable silent auctions. She says, “What I love about this business is that there are so many different facets. It is diverse, wearing different hats throughout the day. It is very rewarding.”

“The great thing about this business is that it is all done for you,” Nancy says. “Your website is up within 30 seconds, the marketing and market research is all done for you, so you can just jump in and have a very successful business.” You can check out Nancy’s website at: <http://www.mysteepedtea.com/nancycohen>

“I believe that whatever you are doing must be rewarding in many aspects, and this fulfills those aspirations for me,” Nancy says.

It has been an interesting road that led Nancy to be working with Steeped Tea. Right out of high school, Nancy took Fashion Merchandising Retail Management at Seneca College in Toronto, but changed her mind after one year. She says, “It wasn’t the right fit for me.”

She returned to Winnipeg and got her Bachelor of Arts with a Major in Economics and a Minor in Sociology at the University of Manitoba. “But I found at the end of that, it was still difficult to find a job,” Nancy says. “So I decided to go back to school (U of M) and get my Human Resource certificate.”

Now she is part of a modern day Brady Bunch family. Nancy and her partner Ian have three children between them; Nancy’s two daughters and Ian’s son. One of Nancy’s greatest joys is being a mother. “That is the best job imaginable,” she says.

Tea is part of Nancy’s healthy lifestyle, which includes going to the gym and watching her diet. Of course she is still taking care of a very busy family. She enjoys many things about her life in Tuxedo, but her neighbours most of all, from every area of Tuxedo where she has lived. “The neighbours are number one. I have always had good relationships with my neighbours,” Nancy says.

But there are other things she enjoys about Tuxedo. She adds, “It is a fairly central location, very accessible and close to schools, shops and banking. This area is home.”

Nancy plans to continue growing her business, making new friends and enjoying being a mother. She says, “I just want to be the best person and example that I can be for my kids.”

Nancy never expected to find fulfilment in tea, but she says, “It’s never too late to go after your dreams. If your heart and your mind is open, anything can happen.”

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