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RISHI TEA WINS "BEST NEW PACKAGING"

Milwaukee, WI (May 11, 2011) – Rishi Tea is Winner Best New Product – Packaging from for its line of Organic and Fair Trade Chai at the 23rd Annual SCAA Event in Houston. Rishi Tea's line of Chai retail tins was launched at the Milwaukee Public Market in October 2010. The line consists of five flavors: Masala, West Cape, Green Tea, Chocolate and Vanilla.

The Specialty Coffee Event hosted over 8,000 people April 29 - May 1 this year. Coffee roasters and retailers, tea buyers, culinary professionals, and many more gathered in Houston, TX to view the newest innovations and trends in the coffee industry. Judges in the packaging category based their "Best New Packaging" decision on innovation, design and value to the industry.



"To win 'Best New Product Packaging' at the SCAA Event is quite an honor. There were a lot of companies at that show that displayed some really impressive and innovative products." noted Benjamin Harrison, co-owner and V.P. of Sales at Rishi Tea. "It is also another feather in the cap for Jenny Kim, our Art Director. She not only directed the layouts but also hand-drew all of the illustrations, which was a painstakingly detailed process."

The Chai line was the beginning of an ongoing process to upgrade designs and continuously minimize the environmental impact of Rishi Tea's retail packaging. All of Rishi Tea's tins are now printed on "easy-peel" labels that can be removed, thereby allowing the tins to be reused or recycled efficiently. The labels feature hand drawn illustrations of the actual ingredients used in each of the chais. The colors of each tin are inspired by the vibrant hues found in Indian culture, giving these tins instant shelf appeal. Customers are also allowed a sneak peak of what's inside each tin with the signature tea circle photograph on the side of the label.

Rishi Tea travels the world each season harvesting, tasting and sourcing the finest teas alongside the farmers who cultivate them. New and long-term partnerships in the tea growing communities present Rishi Tea unprecedented cooperation with growers in organic cultivation, sustainable harvesting and artisanal processing techniques. As a winner of 33 consecutive First Place Awards, Rishi Tea is proud to offer award winning loose leaf tea that is fresh each season, direct from origin and hand blended in Milwaukee.

