



## Rishi Tea Expands Retail Tin Line with Five Chai Teas



Rishi Tea introduces five decadent loose leaf chai blends into their expanding Retail Tin Line. Each Chai is an organic, Fair Trade Certified™ blend of fresh spices and herbs from all over the world, expertly hand blended with either bold tea or antioxidant-rich rooibos. The Retail Tin Line features a new label design and format, available in October 2010.

Chai, or “tea” in Hindi, has become familiar to many consumers in the U.S. over the last few years. Masala Chai, synonymous with “chai” in North America, is believed to have originated in India. This blend of spiced black tea, simmered in water, milk and sugar, is warming and comforting—perfect for fall and winter. In addition to Masala Chai, Rishi Tea has taken chai in several new and exciting directions. “As popular as chai tea is, few premium loose leaf options exist in the marketplace. Our classic yet innovative chai blends provide chai lovers with delicious and interesting options, great for gifts and for at-home brewing,” says Benjamin Harrison, co-owner and Vice President of Sales.

### Rishi's Chai teas are available in five varieties:

- ✿ **Masala Chai** is an award-winning blend based on the traditional Indian tea, using robust, shade-grown black tea from Rishi's Ancient Tree Tea, Organic Fair Trade project in the Yunnan province of China.
- ✿ **Chocolate Chai** is a sophisticated take on hot cocoa, combining energizing pu-erh tea, shade-grown yerba maté, cacao, creamy vanilla and coconut.

- ✿ **Green Tea Chai** blends uplifting, pan-fried green tea with spicy undertones of ginger and a sweet citrus finish of lemongrass for a refreshing, innovative tea.
- ✿ **Vanilla Mint Chai** is a creamy, pu-erh-based chai unlike any other, with a perfect balance of creamy vanilla bean, soothing peppermint and sweet cinnamon.
- ✿ **Caffeine-free West Cape Chai** combines healthful rooibos, roasted ramón nut, South Asian star anise and a blend of spices for an aromatic and enlivening anytime chai.

Rishi Tea travels the world following each season's harvest, tasting and sourcing the finest teas, herbs and spices alongside farmers who cultivate them. Individual herbs are chopped, crushed, ground or pounded to release their essential characters, combined in microbatch blends and cured according to our original chai recipes.

The Chai Retail Tins feature a new package design with hand drawn illustrations and an easy-peel label that allows for reusing and recycling of the tins. Packed six per case with an MSRP of \$9.99, Chai Tins are available in early October 2010 in Wegmans stores and in select Whole Foods Markets nationwide.