



..... New Herbal Tea Line Grows to 10!

Rishi Tea extends its newly launched Herbal Tea Collection with five more organic and caffeine-free herbal teas. Mystic Mint, Turmeric Ginger, Serene Dream, White Ginseng Detox and Unity join the line of innovative and unique herbal teas created for both flavor and effect. The collection will be available in stores by late January 2011. The first half of the collection launched in December 2010 with five distinctive blends: Bergamot Sage, Chamomile Medley, Cinnamon Plum, Hibiscus Berry and Tangerine Ginger.

"We have been formulating and hand blending innovative herbal teas since Rishi Tea's beginning. Several of our very first products were herbal teas. What's so appealing about this new line is that it includes classics like Tangerine Ginger, but is largely comprised of brand new blends using herbs like turmeric, ginseng, roasted dandelion and sage. This is the largest single launch of new herbal teas in the history of the company. The labels are beautiful, too. They have hand-drawn illustrations of the botanicals that are true to the ingredients," shares Benjamin Harrison, co-owner and VP of Sales for Rishi Tea.



..... The Extended Collection Includes:

Mystic Mint combines soothing peppermint and aromatic green cardamom, which create a naturally sweet finish and smooth-bodied infusion. Its Ayurvedic and aromatherapy principles promote relaxation, focus and smooth digestive energy.

Turmeric Ginger is based on an ancient Ayurvedic formula for longevity, stamina and balanced circulation. Sweet licorice root and zesty orange peel lend depth and structure to this remarkably intriguing herbal tea.

Serene Dream is a stress-relieving blend of calming valerian root and aromatic flowers, including lavender and chamomile. Valerian root naturally promotes restful sleep and relaxation.

White Ginseng Detox combines the energizing power of ginseng and raspberry with the cleansing abilities of burdock and dandelion roots.



Unity blends spicy ginger, soothing licorice and zesty lemongrass with immunity-enhancing herbs to create one of our most popular caffeine-free infusions. The aromas of rainforest spices and citrus enliven the senses and strengthen the immune system.

Left: View of the back side of the White Ginseng Detox tin, with actual ingredients shown.

The Herbal Tea Collection features a new package design with hand-drawn illustrations of the ingredients and an easy-peel label that allows for the reuse and recycling of tins.

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 micro-batch blends and cured, allowing the blends to develop a refined complexity and balance unlike any other.