

TASTE OF
ORIGINORGANIC + FAIR TRADE
TEA GIFTS

✦ VINTAGE 2006 PU-ERH TEA

- Aged Saiqing Pu-erh
- Aged Shu Pu-erh
- Glass Loose-leaf Teapot
- Artisan Bamboo Tea Scoop
- Hand-woven Bamboo Box
- Mannong Manmai Guide Book
- \$50 MSRP

✦ 1ST FLUSH 2009
GREEN + WHITE TEA

- Emerald Lily Green Tea
- Moonlight White Tea
- Glass Loose-leaf Teapot
- Hand-woven Bamboo Box
- Mannong Manmai Guide Book
- \$40 MSRP

✦ MANNONG MANMAI SAMPLE SET

- Golden Yunnan Black Tea
- Classic Pu-erh Tea
- Emerald Lily Green Tea
- Moonlight White Tea
- Mannong Manmai Guide Book
- \$25 MSRP

www.rishi-tea.com

✦ Rishi Tea Announces Taste of Origin Gifts from Wild-Harvested Ancient Tea Trees

Milwaukee, WI, July 27, 2009 – Rishi Tea, the 1st Place Award winner at the World Tea Championship for two years in a row, debuts Taste of Origin. This distinctive program will educate tea drinkers about the geographic origin of tea — and why it matters.

- ✦ **Rishi founder and tea buyer Joshua Kaiser reveals,** “As tea devotees, we developed Taste of Origin to elevate tea to the same level of sophistication currently enjoyed by vintage wine and single origin coffee. As with wine and coffee, each tea has an inherent sense of place that has been determined not only by geography (soil, climate, altitude) and how it’s processed, but also less obviously by history, culture and tradition.”

The first featured Taste of Origin is **Mannong Manmai** in Yunnan, China, where remarkable teas are harvested from wild, ancient tea trees. According to Joshua, “We chose Mannong Manmai to launch Taste of Origin because it’s home to a 1500 year old ancient tea tree forest, located in Yunnan, the birthplace of tea. The biodiversity, rich soil, and ancient varieties of Mannong Manmai are unlike those of any other origin.”

While Taste of Origin benefits the tea drinker with artfully presented world-class teas, it also seeks to benefit the origins and tea farming communities themselves. Funds generated by the Taste of Origin gifts from Mannong Manmai’s ancient tea villages directly support environmental and social initiatives, including improved clean water distribution and better educational opportunities. To learn more about how Fair Trade has benefited Mannong Manmai, please visit: www.rishi-tea.com/fair-trade.php#rishipartner

The Taste of Origin program launches with 3 exclusive **Organic and Fair Trade Certified** Gift Sets. Each set features unique teas from exceptional micro-lots, hand-selected during the peak harvest season for their superior representation of Mannong Manmai. Pre-orders are now being accepted with delivery available in mid-November.



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