



## ORGANIC CINNAMON PLUM

*First place winner at the 2009 WORLD TEA CHAMPIONSHIP,  
returns this season!*



25% of profits to benefit



**Contact: Ghazal Sheei**  
Rishi Tea | Marketing Coordinator  
Phone: 414-727-3945  
Email: [Ghazal@rishi-tea.com](mailto:Ghazal@rishi-tea.com)

**Milwaukee, WI** – The winner of Best Blended/Flavored Herbal at the 2009 World Tea Championship returns in time for the holidays! Partnering with Clean Water Fund for the second year, Rishi Tea will donate 25% of the profits from each sale of Organic Cinnamon Plum to support the grass-roots non-profit working to protect and restore America's waters.

Recognizing the fundamental importance of clean water—not only for tea, but also for our health and the well-being of our environment—Rishi Tea partnered with Clean Water Fund in November 2008 to support improved water quality in the U.S. With the help of those who purchased, gifted and drank this delicious limited edition seasonal blend, Rishi Tea donated over \$4,200 to Clean Water Fund. For more information on their great efforts, visit [www.cleanwaterfund.org](http://www.cleanwaterfund.org).

Organic Cinnamon Plum is rich with currants, succulent hibiscus, hints of plum, and accented with notes of cinnamon and naturally sweet licorice root. Warm and soothing, Organic Cinnamon Plum is deliciously fruity and full-bodied with a deep red infusion. Perfect served hot, iced, and brewed as mulled cider.

Available in November through select Whole Foods Markets and other specialty food retailers, as well as direct from [www.rishi-tea.com](http://www.rishi-tea.com). MSRP \$8.99 | UPC 7-41391-08240-3 | Available in retail tins at 3.7 oz and bulk

Also available for the holiday season, Cinnamon Plum Gift Sets, including a tin of Cinnamon Plum with glass tea pitcher and brew basket, packaged in a beautiful handwoven bamboo box. Available for \$29.00 at [www.rishi-tea.com](http://www.rishi-tea.com).

### **About Rishi Tea:**

Rishi Tea, winner of 11 First Place Awards at the 2009 World Tea Championship, is a leading importer of Organic and Fair Trade Certified™ loose leaf teas. We travel thousands of miles each year, working directly with farmers at origin to offer over 200 authentic teas, botanicals and unique blends. Our long-term relationships with farmers and artisans allow us to produce rare and exclusive loose leaf teas, which draw upon traditional tea production techniques. From working directly with tea growers and selling directly to our customers, to blending, packing and shipping from our facilities in Milwaukee, WI, we're involved every step of the way to ensure an unparalleled level of freshness and award-winning quality.