



.....Rishi Tea Launches New Herbal Retail Line

Rishi Tea introduces five organic and caffeine-free herbal teas with new environmentally sensitive packaging to our line of packaged retail tins. Each blend is a unique combination of natural botanicals, spices and fruits formulated for flavor and effect. The collection is available in-stores December 2010 with an additional five herbal teas launching in January 2011.

"Our new herbal teas are inspired by ancient herbal beverages and our constant travel and study of food cultures around the world. We've fused traditional remedies with epicurean creativity, premium ingredients and original blending techniques to offer balanced and complex flavors not available elsewhere," says Joshua Kaiser, Rishi Tea founder and tea buyer.



..... Rishi Tea's Herbal Retail Line includes five original herbal blends

Bergamot Sage combines mood-enhancing sage with fresh notes of citrus and soothing lemon thyme balanced by overtones of fresh peppermint. Lemon Thyme is a powerful antioxidant and mental stimulant, while sage is a widely used to ease coughs, cold, and congestion.

Chamomile Medley has honey-like sweetness, balanced with cooling lemongrass and soothing spearmint. Chamomile has a long history as an herbal cure-all to combat nervousness, migraines, coughs, colds and stomach aches.

Cinnamon Plum is a first place winner at the 2009 World Tea Championship that's both warm and soothing. It's rich with currants, succulent hibiscus, and hints of plum, accented by notes of cinnamon and naturally sweet licorice root. Cinnamon has both anti-inflammatory and antifungal properties. *Fair Trade Certified™*

Hibiscus Berry is a blend of luscious currants, delicious forest berries and tangy hibiscus that both refreshes and rejuvenates. Hibiscus is known to cool the body and is considered a powerful antioxidant that supports cholesterol and blood pressure health. *Fair Trade Certified™*



Tangerine Ginger offers a complex array of sweet, spicy, tart and fruity flavors with stimulating ginger root and adaptogenic, wild-harvested schizandra berries, balanced with the natural essential oils of citrus fruits, succulent tangerines and rare herbs. *Fair Trade Certified™*

Left: View of the back side of the Tangerine Ginger tin, with actual ingredients shown.

The Herbal Retail Line 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. The Line will be available in select Whole Foods Markets nationwide (MSRP \$9.99).

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.