



ORGANIC  
CINNAMON  
PLUM TEA:  
MORE  
THAN JUST  
A WINTER  
WARMER

## RISHI TEA'S SPLENDIDLY GREEN APPROACH TO BUSINESS

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Based in Milwaukee, WI, Rishi Tea is an exemplary small company with some big ideas about the environment and social responsibility. Their special winter tea, Organic Cinnamon Plum involves more than pure, organic botanicals and a flavor that will knock your socks off, whether mulled or iced. Every time you buy Cinnamon Plum Tea, Rishi donates a whopping twenty-five percent of their profits to the Clean Water Fund, a grass roots organization that promotes clean water solutions at the local level in more than twenty states.

A company vigorously dedicated to organic products and green living, Rishi Tea is one of leading importers of organic and Fair Trade loose leaf tea in the U.S. Grateful for their increasing success, the company sought to "give something back" from their holiday tea sales, in the spirit of the season. Organic Cinnamon Plum tea, a delectable blend of organic currants, hibiscus, plum and spices, is available from Rishi only during winter months. Given the symbiotic relationship of fine tea with pure water, a natural choice for Rishi was to lend their support to the cause for clean

water as their way to “give back.” Ghazal Sheei, Marketing Coordinator, is emphatic about this effort, saying, “We’re really excited about our donation to Clean Water Fund and their efforts to improve and protect America’s waters.” Clearly, a harmonious relationship between two very principled organizations.

Rishi Tea Company was formed through an intense interest in organics and sustainability. Founder, Joshua Kaiser, traveled the globe sampling pure, organic teas and botanicals. In 1997, he and his business partner, Benjamin Harrison created Rishi Tea with a commitment to bringing the awareness of organic teas into the consciousness of America. Having actually spent time in the areas where their products are grown, the company strives to “support a better life for the tea-farming families and their communities through fair prices, fair wages, safe working conditions, environmental sustainability, education and community development.”

Marketing directly to small retailers forms a basis of strength at the company’s foundation. Rishi’s Art Director and Assistant Tea Buyer, Sean O’Leary, notes that company representatives still “travel thousands of miles to source their special ingredients, and then sell directly to customers with a small sales team, that covers a lot of ground. Having no distributors or middlemen involved keeps our price-to-quality ratio high, and also allows us the opportunity to personalize our sales, and educate our customers.” Employing approximately fifty people, O’Leary is aware that if the company used machines and distributors,

they would probably need only about fifteen people. However, Rishi continues to hand-blend their products, as well as doing all the labeling and packaging by hand, just as Joshua Kaiser has done from the beginning, in dedication to maintaining the very highest standards.

Rishi is committed to only dealing in fairly traded products, doing their share to “empower farmers and be sure they get a fair wage.” As “more privatization becomes a bigger issue nationally and globally, Rishi is a leader in promoting the organic, fair trade movement,” says O’Leary.

Walking their talk at all levels, Ghazal Sheei is enthused about Rishi’s internal company-wide “Green Team.” Consisting of representatives from each department of the company who meet regularly, the Green Team brainstorms ideas and methods by which this unique company can continue to reduce its carbon emissions and ecological footprint.

But, back to that Organic Cinnamon Plum tea...this scrumptious cold-weather blend produced in limited, seasonal batches, was voted by the company to fit the profile for a great “mulling” tea, and also makes an “aromatic, delicious cold brew with apple cider.” Delightfully red in color, the fruity, spicy aroma of this tea is unforgettable. Naturally caffeine-free, Cinnamon Plum’s devotees are committed to making it a winter tradition.

A wealth of tea information is available on Rishi’s website, as well as the fascinating history of the





company. Learn how to brew a perfect cup of tea, and what it takes for a product to be certified as organic. In addition to their incomparable selection of teas, you can order cups, pots and containers, or Rishi shirts and jackets. Rishi explains the roots of its sustainability philosophy, and the site offers beautiful posters and travelogues composed by the company's lucky tea buyers, who travel the world to 'procure the best teas of each season.' Don't miss Rishi's new gift sets – organic teas enclosed in environmentally sustainable bamboo cases, hand-made in a small village in northern Vietnam. You will leave Rishi's website craving their teas, and perhaps more committed to sustainable business practices.

While you are web surfing, check out the Clean Water Fund site. This organization strives to make an actual difference in our water quality by proposing and challenging government safety regulations at the local level, and promoting education about sustainability and water quality.

***Snuggle up with a cup of hot Organic Cinnamon Plum tea, and enjoy the winter!***

**[www.rishitea.com](http://www.rishitea.com)**

**[www.cleanwaterfund.org](http://www.cleanwaterfund.org)**