



RISHI TEA WINS SEVEN FIRST PLACE AWARDS AT 2010 NORTH AMERICAN TEA CHAMPIONSHIP!



Las Vegas, NV – For the third consecutive year, Rishi Tea wins an impressive number of First Place Awards at the 2010 North American Tea Championship (formerly the World Tea Championship). More than 200 teas were entered into 15 different categories, professionally evaluated and ranked on a 100–point scale to determine the highest quality and best tasting teas commercially available in the marketplace.

Rishi Tea's direct-from-origin teas received seven First Place Awards for a total of twelve awards. Both returning and new teas were recognized for their superior quality. Rishi's 2009 award-winning Matcha won First Place in this year's Matcha category, while Super Green, a new blend of organic Sencha and organic Matcha, won First Place for Blended Green Tea.

"It is a tremendous honor to have so many of our teas selected as champions, three years in a row. We work passionately year-round to source what we believe are some of the finest teas in the world. There was a lot of competition this year and we are particularly proud of how well the Super Green tea performed. It has become a favorite of many of our staff and customers," says Joshua Kaiser, founder and tea buyer for Rishi Tea.

RISHI TEA'S 2010 FIRST PLACE WINNERS:

- **Genmai Matcha** for Genmaicha category
- **Super Green** for Blended Green category
- **Matcha** for Matcha category
- **Pu-erh Classic** for Pu-erh category
- **Gyokuro Secret Garden** for Steamed Green category
- **Citron Green** for Flavored Green Iced Tea category
- **Mint Rooibos** for Flavored Herbal Iced Tea category

SECOND PLACE WINNERS:

- **Green Needles Special** for Pan Fired Green category
- **Orange Blossom** for Flavored Green category
- **Osthmanthus Silver Needle** for Blended White category

THIRD PLACE WINNERS:

- **Peach Blossom** for Flavored White category
- **Organic Sencha** for Sencha category

Rishi Tea travels the world following each season's harvest, tasting and sourcing the finest teas alongside farmers who cultivate them. Long-term partnerships and investments in tea-growing communities afford Rishi Tea unprecedented cooperation with growers in organic cultivation, sustainable harvesting and artisan processing techniques. As a winner of 25 consecutive First Place Awards, Rishi Tea is proud to offer award-winning loose leaf tea, fresh each season and direct from origin.

To learn more about Rishi Tea's 2010 Winners, visit the [North American Tea Championship](#).

Media Contact:

Eileen McGee
414.747.4007
eileenm@rishi-tea.com
www.rishi-tea.com