



## NEW OOLONG & CLASSIC BLACK TEA LINES LAUNCHED IN STAY-FRESH, ECO-FRIENDLY TEA PACKAGING

**Milwaukee, WI (October 11, 2012):** Rishi Tea ([www.rishi-tea.com](http://www.rishi-tea.com)), the leading purveyor of organic and Fair Trade Certified™ loose leaf teas, introduces the new Oolong Tea and Classic Black Tea lines, ushering in the transformation of the brand's packaging format from a labeled tin to a more environmentally friendly, sealed bag in a printed, bi-lingual box. The move provides a strategic change to invest more in tea quality and freshness and less in packaging, storage and transit costs. The airtight bag in a box is far better suited to preserve the freshness and character of Rishi Tea's signature teas. Rishi Tea will gradually transition its entire line of loose leaf tins to this new, more sustainable format.

Available for retailers now are seven new oolong teas: Four Seasons Spring, Iron Goddess of Mercy, Eastern Beauty, Phoenix Dancong, Peach Oolong, Bergamot Oolong and Tropical Coconut. Wuyi Oolong, formerly available in a retail tin, is also available in this new Oolong Tea line. Rishi Tea is uniquely poised to grow the premium tea market by reaching customers seeking the aromatic nuance and sophistication of oolong teas. This timely addition to the Rishi Tea product portfolio enables retailers to offer a full range of oolong tea varieties, representative of the traditional producing regions and styles associated with this premier tea category beloved by connoisseurs and newcomers alike.

Rishi Tea's new Classic Black Tea line features black teas from a range of distinguished, time-honored, traditional producing origins and styles that no kitchen should be without. Available from Rishi Tea for the first time in retail are top-quality, directly traded Assam and Darjeeling teas from India, as well as the reserve Ruby black tea from Taiwan. China Breakfast, Golden Yunnan, Earl Grey, and Earl Grey Lavender, previously available in retail tins, are now incorporated into the new Classic Black Tea line.

"Our new Oolong and Classic Black lines demonstrate the unique character offered by top-quality single-origin teas. We've selected teas for each line that represent the tea artisans Rishi Tea collaborates with year after year. Like boutique winemakers, these skilled producers bring forth the appellation characters of their teas through traditional tea farming and crafting techniques. Each tea's taste profile reflects a distinct place of origin, traditional style, vintage and tea bush cultivar." Says Joshua Kaiser, Founder and President, Rishi Tea.

The new lines highlight Rishi Tea's commitment to sustainability in terms of product quality and environmental responsibility for the market's finest tea. Rishi's new tea packaging format is a lighter-weight box, made from FSC-certified, 50% post-consumer recycled paperboard. The reduction in bulk, labels and materials equates to far less fuel used in the transport and storage of our tea. The new packaging also offers an even higher level of quality; in each box the teas are packaged in resealable, foil bags, ensuring the tea stays fresher, longer, than it would in tins alone.

"Our latest endeavor to improve our packaging reflects Rishi Tea's mission to expand the appreciation of tea," says Director of Marketing, Beau Bernstein. "The core of that mission is to ensure that we offer the freshest, most aromatic teas on the market at an exceptional value to Rishi Tea's discerning customers who demand superior quality loose leaf tea."

"We go to great lengths to meet our quality standards, from traveling extensively abroad and creating long term contracts with tea farmers to conducting strict cupping, final lot selection and direct importation. Our packaging should highlight our endeavors and preserve the seasonal freshness of our teas as much as possible. Loose leaf teas sealed in an airtight package are far fresher than those stored loosely in a metal tin. Decreasing our packaging footprint also allows us to invest much more in tea and sustainable pricing strategies," says Kaiser.

### About Rishi Tea

Rishi Tea was founded in 1997 and is America's leading organic loose leaf tea brand. The company offers more than 100 types of loose leaf teas, tea bags, iced teas, micro-brewed masala chai, tea ware and accessories through its online shop, select coffee roasters and all-natural gourmet retailer channels. As a direct trade importer built upon strong relationships with tea farmers in Asia, Rishi Tea tailor-makes and curates exclusive quality teas every season. With extensive travel and study in tea producing countries, Rishi Tea's experienced staff serve as guides through the vast world of tea. For more information, contact Rishi Tea at [www.rishi-tea.com/wholesale-info](http://www.rishi-tea.com/wholesale-info), by calling 1-866-747-4483, or write to Rishi Tea, 427 E Stewart Street, Milwaukee, WI 53207

### Media Contact

Beau Bernstein, Director of Marketing  
917.514.3700  
[beau@rishi-tea.com](mailto:beau@rishi-tea.com)