

FOR IMMEDIATE RELEASE:



**Rishi Tea debuts Organic & Fair Trade Certified™ Tea Bags,  
Featuring the Latest Innovation in Specialty Tea**  
2012 NATIONAL RESTAURANT ASSOCIATION SHOW

**Milwaukee, Wisconsin April 13, 2012:** Rishi Tea ([www.rishi-tea.com](http://www.rishi-tea.com)), leading international purveyor of organic and Fair Trade Certified™ loose-leaf teas, introduces its first line of specialty tea bags. Rishi Tea is first to market with an innovative knit-mesh filter bag that imparts a level of flavor, aroma and body, which standard paper or silky tea bags cannot match. Debuting at the National Restaurant Association Show in Chicago, Rishi Tea's organic tea bags highlight the latest innovation in the tea industry with aims to elevate the quality of the tea bag market.

"We're excited to introduce tea lovers to the fullest flavors and most aromatic, vivid infusions they've ever experienced from a tea bag. Rishi Tea offers a new filter mesh material from plant based resources that yields a far greater extraction ratio and infusion quality than any other tea bag. Paper and even fine mesh silky bag materials are too tightly woven and act as a barrier to the tealeaves' infusion. We found a looser weave was needed to improve the overall tea bag experience in restaurants and foodservice at a cost per bag that meets or beats the current silky tea bag brands." Says Joshua Kaiser, Founder and President, Rishi Tea.

Available now, for Restaurants, Hotels and Food Service, 10 organic tea bags flavors:  
Jade Cloud Green Tea, Jasmine Green Tea, Earl Grey, Pu-erh Ginger, Blueberry Rooibos, Peppermint Rooibos, Chamomile Medley, Tropical Hibiscus & Turmeric Lemon

Each organic tea bag is individually sealed in a tastefully designed, printed overwrap that maintains optimum freshness. Rishi Tea bagged teas are available in 50 count bulk boxes, cafe style counter top dispenser tins and 15-count dispenser boxes made of 100% recycled post-consumer paper that has been processed chlorine free and printed with soy ink. Display racks, menu concepts and tableside presentation boxes are available to support this program.

**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 organic loose teas, tea bags, iced teas, micro-brewed masala chai and unique accessories through its online shop, select coffee roasters, all natural and gourmet retailer channels. Rishi Tea is the most awarded tea company in the history of the North American Tea Championship and is a direct trade importer of the world's premium caliber of tea. The uniquely strong relationships with farmers in Asia, allows it to tailor make and curate each season's exclusive quality teas. Rishi Tea's extensive travel and study in the tea producing countries and its experienced staff serve as guides through the vast world of tea, its brewing customs and cultures. For more information contact Rishi Tea at our website <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

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