



**Choice Organic Teas Announces New and Improved Gourmet Teas;
Celebrates Continued Growth in Organic Tea Category**

Seattle, WA (November 2015)—It's been over 26 years since Choice Organic Teas introduced the **first** certified organic teas in the U.S. retail market. Not only has Choice Organic Teas grown from a fledgling tea maker to the leading brand of exclusively organic teas in the U.S. natural retail channel, but it has played a key role in the growth of the entire organic tea industry. With the growth of the tea category in natural retail markets up over 11.5% (SPINS Sept 2015) Choice Organic Teas is well positioned to meet the growing consumer demand for organic tea.

Since its humble beginnings, Choice Organic Teas has upheld purity, quality, and sustainability as its defining tenets. Over 80 tea varieties and 26 years later, the stalwart of the organic tea industry is pleased to announce the rebranding of its popular Gourmet Teas line, a distinctive collection of 12 perfectly balanced tea blends. Inspired by Seattle's rich landscape and vibrant culinary scene, this delicious twist on tradition blends timeless teas with a dash of whimsy, yielding an unexpected and sophisticated cup.

The updated Gourmet Teas will be available to consumers on January 1, 2016, and will tout a number of improvements:

- Twelve high-quality black, green, and herbal teas artfully blended with the essence of exotic fruits, spices, and organic flavors, creating refined infusions with a culinary twist.
- Original artwork highlighting the gourmet ingredients and a contemporary specialty tea experience.

- New box size and count (16 tea bags) to match the company's Original line and Wellness Teas. All three lines will fit in one universal rack or on the same shelf.
- Updated certifications added to the boxes and envelopes, including Organic, Fair Trade, Non-GMO Project Verification, Kosher, and Gluten-Free. Packaged in the USA.
- Refreshed tea names to highlight ingredients and flavor profiles.
- Line priced to match Choice Organic Teas' Original Teas.

Offered at a suggested retail price of \$5.29 for a box of 16 teas bags, the 12 Gourmet Teas can be purchased at retailers throughout the country and at www.choiceorganict teas.com.

About CHOICE ORGANIC TEAS *A brand of Granum, Inc. in Seattle, WA, CHOICE ORGANIC TEAS made its debut in 1989. As North America's #1 selling exclusively certified organic tea line, Choice Organic Teas has promoted the growth and development of organic agriculture in tea estates worldwide and offers more than eighty varieties of teas and herbal infusions available in tea bags, tea pyramids, and loose leaf. In 2000, Choice Organic Teas became the first tea crafter in the United States to offer Fair Trade Certified™ tea and in 2010, it became the first tea company to be Non-GMO Project Verified. Its commitment to sustainable business practices won it a Responsible Packaging Award in 2011. Choice Organic Teas is one of the few tea companies that packages its own tea, which gives it direct control over quality, food safety, and costs. And, since it is all packaged in the United States, it contributes to U.S. jobs. Visit www.choiceorganict teas.com for more information.*