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**FOR IMMEDIATE RELEASE**

**CHOICE ORGANIC TEAS INTRODUCES MUSHROOM WELLNESS TEAS\***

*Seattle-based organic tea company launches mushroom wellness teas to promote organic immunity support\**

**Seattle, WA (April 2017)** — Choice Organic Teas, “The Original Organic Tea Company” in the U.S. and the leading purveyor of exclusively organic teas, is expanding its popular Wellness Teas\* line to include four new tea blends that feature reishi, shiitake, and Cordyceps mushrooms blended with synergistic herbs for organic immunity support.\* A surge in sales of products containing mushrooms in late 2016 (SPINS TrendWatch) indicates that the four new Wellness Teas\* are on track with health and wellness trends for 2017.

Mushrooms have long been used across cultures as traditional medicine to promote health and vitality.\* Modern research shows that medicinal mushrooms, which contain antioxidants, vitamins, minerals, and amino acids, can help modulate the body’s immune system and contribute to overall well-being.\* The rich historical use of mushrooms for medicinal purposes is perfectly paired with other powerhouse herbs like turmeric, matcha, ashwagandha, eleuthero root, dandelion root, cacao, carob, and more to amplify the benefits of these teas.

The four new mushroom Wellness Teas\* varieties are:

**Reishi Detox\*** - a cleansing blend of mushrooms and herbs\*

**Reishi Matcha** - a blend of mushrooms and green tea for energy\*

**Shiitake Maté** - a blend of mushrooms and herbs for stamina\*

**Shiitake Turmeric** - a whole-body balancing blend of mushrooms and herbs\*

*All four teas are available to purchase at [www.choiceorganicteas.com](http://www.choiceorganicteas.com).*

Each tea was specially formulated with the help of a master herbalist at Bastyr University and artfully crafted for great taste by the sourcing and blending experts at Choice Organic Teas. The teas are classified as Herbal Dietary Supplements (HDS), indicating that the product has met FDA standards for quality and testing. As is true for all products by Choice Organic Teas, all the Wellness Teas\* are certified organic by QAI for USDA Organic certification.

Choice Organic Teas, the leading purveyor of organic culinary teas since 1989, launched the Wellness Teas\* line in 2013. The company's commitment to high quality organic ingredients and pleasing flavor sets them apart from other medicinal tea makers. The decision to extend the Wellness Teas\* line is expected to further boost Choice Organic Teas' continued and consistent growth in the natural channel.

"With turmeric, matcha, and mushroom specialty teas sparking the interest of Millennials and driving sales (Food Navigator USA), and Wellness Teas representing the largest and fastest growing section in the Natural Channel tea category (SPINS), Choice Organic Teas is confident the timing for these brand new teas couldn't be better," said Anne-Marie Phillips, Head of Sales and Marketing at Choice Organic Teas.

Offered at an affordable suggested retail price of \$5.49, the four new varieties join the 12 existing Choice Organic Teas' Wellness Teas\* products. Available online and at independent natural retail stores starting April 2017. A portion of the proceeds from each box will be directed to Bastyr University's student scholarship fund.

**\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

#### **About CHOICE ORGANIC TEAS**

*A brand of Granum, Inc. in Seattle, Washington, 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 80 varieties of teas and herbal infusions available in tea bags and loose leaf. In 2000, Choice Organic Teas became the first tea crafter in the U.S. to offer Fair Trade Certified™ tea and in 2010, it became the first tea company to be Non-GMO Project Verified. 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.choiceorganicteas.com](http://www.choiceorganicteas.com) for more information.*

#### **About Bastyr University**

*Bastyr University, located near Seattle, Washington, is internationally recognized as a pioneer in natural medicine. As the largest accredited university for natural health arts and sciences in the U.S., Bastyr offers more than 20 degree and certificate programs in fields such as naturopathic medicine, acupuncture, midwifery and whole-food nutrition. Founded in 1978, the University now includes a leading-edge research facility (the Bastyr University Research Institute) and outstanding clinical training at Bastyr Center for Natural Health. The University's second campus, Bastyr University California, opened in San Diego, California, in fall 2012, becoming the state's first and only accredited school of naturopathic medicine. Visit [www.Bastyr.edu](http://www.Bastyr.edu) to learn more.*