



**FOR IMMEDIATE RELEASE**

**CHOICE ORGANIC TEAS ANNOUNCES EXTENSION TO POPULAR WELLNESS TEAS\***  
*Certified organic, non-GMO, Fair Trade Certified™ Seattle-based tea company adds four new teas  
to support consumer wellness and further sales growth*

**Seattle, WA (February 2015)** — 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. With the overall growth of the tea category in natural retail markets up over 9% (SPINS 2014) and medicinal teas as the fastest growing subcategory (up 12%), the addition of these new Wellness Teas\* provides Choice Organic Teas with an even greater foothold in the market.

The four new varieties include **Expecting Baby\***, **Beauty Detox\***, **Body Stress Relief\***, and **Hibiscus Heart\***. The teas were designed to support healthy bodily functions and enhance wellness\*, while maintaining Choice Organic Teas' reputation for great tasting, affordable teas. These certified organic functional teas were specially formulated by a master herbalist and faculty member at Bastyr University. The blends are classified as Herbal Dietary Supplements (HDS), indicating that the product has met FDA standards for quality and testing. It also creates opportunities to merchandise the teas in the supplement section in addition to the tea aisle in retail stores. As with Choice Organic Teas' other products, all of the Wellness Teas\* are certified organic by QAI for USDA Organic certification.

Choice Organic Teas has been the leading purveyor of organic culinary teas since 1989. In 2013, the company entered the booming medicinal tea space as an extension of its more than 80 tea varieties, responding to consumers' increasing desire for a wider range of health benefits in their tea choices. 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' strong performance, with SPINS data reporting the company's YOY sales in the natural retail market were up 30% in dollar volume and 40% in unit sales as of September 2014.

“We’re pleased with our overall growth in the natural market, and the growth of our Wellness Teas\* line since its launch in March 2013,” said Anne-Marie Phillips, Head of Sales and Marketing for Choice Organic Teas. “The addition of our four new Wellness Teas\* will enable us to further support the growing consumer interest in a natural and organic approach to every day health and well being without compromising on taste.”

Offered at an affordable suggested retail price of \$4.69, the four new varieties join the eight existing Choice Organic Teas’ Wellness Teas\* SKUs: **Easy Digest\***, **Mental Focus\***, **Breathing Space\***, **Rest Assured\***, **Regularity\***, **Throat Cozy\***, **Simply Detox\***, and **Energy Boost\***. With the exception of **Regularity\***, the Wellness Teas\* have been formulated for daily use. Available online starting April 2015 and on retail shelves in Fall 2015. 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 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 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.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.*

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