



## HERBAL WELLNESS TEA

*Bring more enjoyment and indulgence to your life.*

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For Immediate Release

### **STEFFI GRAF AND TEEKANNE HERBAL WELLNESS TEA LAUNCH “WIN A WELLNESS WEEKEND IN LAS VEGAS” SWEEPSTAKES ([www.favoritetea.com](http://www.favoritetea.com)) PROMOTING WELLNESS & HEALTHY LIFESTYLES**

***Three Lucky Winners to Experience a Wellness Weekend in Las Vegas with Legendary Tennis Star Steffi Graf; Global Tea Company Offers Expansive Collection of All Natural Herbal Wellness Teas***

WINDSOR, Conn., November 4, 2009 – As more and more consumers strive to maintain a truly healthy lifestyle, TEEKANNE Herbal Wellness Teas and tennis legend Steffi Graf have teamed up to launch “Win a Wellness Weekend” ([www.favoritetea.com](http://www.favoritetea.com)), an exciting sweepstakes whereby three lucky winners and their guests will experience a rejuvenating wellness weekend in Las Vegas, Nevada with Steffi Graf.

Founded in Germany in 1882, TEEKANNE, (pronounced Tee-Kah-Neh), is one of the world's largest purveyors of quality teas, and the #1 fruit and herbal tea in Europe. In the US, TEEKANNE offers an expansive collection of delicious herbal teas, highlighted by a distinct selection of energizing, relaxing and soothing blends, sure to quench every tea lover's thirst. Harmoniously blending both flavor and functionality, all TEEKANNE varieties are 100% all-natural, free of sugars, artificial additives and preservatives, providing an immensely flavorful beverage choice for the health conscious consumer.

As part of the “Win a Wellness Weekend” sweepstakes, three lucky winners and the guest of their choice will fly to Las Vegas to enjoy a relaxing wellness weekend getaway, highlighted by a meet and greet with tennis legend and TEEKANNE tea lover Steffi Graf. Winners and their guests will receive roundtrip airfare

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## **Steffi Graf and TEEKANNE launch Sweepstakes...Add One**

to Las Vegas and hotel lodging for two nights. While in Las Vegas, guests will be treated to a sumptuous breakfast complete with a TEEKANNE Herbal Wellness Tea tasting, featuring the brand's unique flavors such as *Energizing Passionfruit Mango*, *Relaxing Honey Vanilla Bliss* and *Soothing Pomegranate Delight*, among many others.

Tennis legend Steffi Graf, as well as a fitness trainer, will be on hand to provide insight on the importance of overall health and wellness and how TEEKANNE Herbal Wellness Teas can be part of this lifestyle. During the weekend, winners and their guests will hit the gym for a training session offering great tips on how to stay fit and eat healthy, and also enjoy a luxurious afternoon at the hotel spa, complete with two complimentary spa treatments.

"Consumers continue to read more labels as they strive for healthier choices, so we have teamed up with a world class athlete to educate consumers on the health benefits of integrating TEEKANNE herbal teas into their daily regimen," said Shauna Collins, TEEKANNE Brand Manager. "The 'Win a Wellness Weekend' sweepstakes reinforces our commitment to promote healthy living while expanding our presence throughout the United States."

Additionally, winners will receive a \$1,000 gift card to spend however they choose during the weekend, a year's supply of TEEKANNE Herbal Wellness Tea, a personalized, autographed photo of Steffi Graf, tennis legend and brand ambassador to TEEKANNE Herbal Wellness Tea—and the epitome of health and wellness!

The "Win a Wellness Weekend in Las Vegas with Steffi Graf" Sweepstakes runs through March 31, 2010. To enter the sweepstakes employ one of the following methods: 1) visit [www.favoritetea.com](http://www.favoritetea.com) and fill out the online entry form, 2) fill out entry forms found on displays containing TEEKANNE tea in participating grocery retailers or 3) hand print your first and last name, phone number, email address, date of birth, street address, city, state and zip code on a 3" x 5" piece of paper and mail it with proper postage to TEEKANNE Sweepstakes Department, Redco Foods, Inc., 100 Northfield Drive, Windsor, CT 06095. All mail-in entries must be handwritten and be postmarked by March 31, 2010, and received by April 6, 2010. Winners will be randomly selected and notified on or about April 9, 2010.

For a complete list of official rules and regulations, please visit [www.favoritetea.com](http://www.favoritetea.com).

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### **About TEEKANNE Herbal Wellness Teas**

TEEKANNE Herbal Wellness Teas are manufactured and marketed by family-owned TEEKANNE Group, a German based company that has been a major player in the global tea market for over 125 years. TEEKANNE Herbal Wellness Teas bring flavor and function into harmony with blends that are made from 100% all-natural ingredients and flavors. Offering a variety of 12 energizing, relaxing and soothing functional flavors, TEEKANNE Herbal Wellness Teas provide a healthy and flavorful way to stay hydrated, while bringing more enjoyment and indulgence to life. Learn more at [www.teekanne.us.com](http://www.teekanne.us.com).

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