



HERBAL WELLNESS TEA

Bring more enjoyment and indulgence to your life.

FOR IMMEDIATE RELEASE

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TEEKANNE HERBAL WELLNESS TEA SET TO EXHIBIT AT THE GROCERY INNOVATIONS CANADA 2010 TRADE SHOW

Windsor, Connecticut (October 22, 2010) – TEEKANNE Herbal Wellness Tea will be a featured exhibitor at this year's Grocery Innovations Canada 2010 trade show in Toronto, Canada on October 25 & 26.

According to Shauna Collins, Senior Brand Manager TEEKANNE North America, participation at events such as the Grocery Innovations Canada trade show reinforces TEEKANNE's commitment to promote healthy living while expanding their presence throughout the U.S. and Canadian markets. "It is more evident today that consumers are more label conscience as they strive to make healthier lifestyle choices and we feel that TEEKANNE Herbal Wellness Tea offers consumers an all-natural choice that can be easily integrated into their daily routine."

TEEKANNE, along with its Canadian distributor Tree of Life Canada, will be located at booths #744 and #749. Conference goers will have the opportunity to dry sample the complete Canadian line of herbal and green teas from TEEKANNE. Some of the flavors that will be available are Passionfruit Mango, Honey Vanilla Bliss and Pomegranate Delight, among others.

The Grocery Innovations Canada trade show showcases new and existing food and beverage products available in Canadian retail grocery stores. The show bills itself as the largest annual gathering of the grocery industry in Canada and the premier grocery exposition and conference. The annual show is presented by the non-profit trade association Canadian Federation of Independent Grocers (CFIG), which represents over 4,000 grocery retailers across Canada.

About Canadian Federation of Independent Grocers

The Canadian Federation of Independent Grocers (CFIG) is a non-profit trade association founded in 1962, which represents over 4000 grocery retailers from every part of Canada. For more information on the CFIG, please visit www.cfig.ca.

About TEEKANNE Herbal Wellness Teas

TEEKANNE Herbal Wellness Teas are manufactured and marketed by the family-owned TEEKANNE Group, a leader in the global premium tea market for over 125 years. TEEKANNE Herbal Wellness Teas bring flavor and function into harmony with 10 energizing, relaxing and soothing herbal tea flavors and 4 green tea flavors. Each individual tea bag offers the guarantee of quality and boasts the most flavorful ingredients that are free from added sugars, artificial additives and preservatives. For more information about TEEKANNE Herbal Wellness Tea, please visit www.teekanne.us.com.