



## HERBAL WELLNESS TEA

*Bring more enjoyment and indulgence to your life.*

PRESS RELEASE

### INQUIRIES

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## THE #1 EUROPEAN FRUIT AND HERBAL TEA BRAND BREAKS INTO THE U.S. MARKET

**Windsor, Conn., May 19, 2008** – German based TEEKANNE Group, parent company of Redco Foods and a global leader for over 125 years in producing premium all-natural teas, has expanded its reach into the United States with TEEKANNE (Tee-Kah-Neh) Herbal Wellness Teas. TEEKANNE Group is one of the world's largest purveyors of quality teas and has achieved great success in its current markets, holding the title of number one fruit and herbal tea brand in Europe and the number two fruit and herbal tea brand in the world, with a global market share of 7.1% (Euromonitor 2007).

"The shifting of the U.S. market to a healthier, more active lifestyle serves as a prime opportunity for the introduction of TEEKANNE Herbal Wellness Teas. This growing health trend will undeniably have a positive impact upon the demand for herbal wellness tea beverages," states Evan Tetreault, TEEKANNE North America.

TEEKANNE Group, a leader in tea innovation for more than 125 years and inventor of the flow-through tea bag, is credited as the first company to mass-produce fruit and herbal teas in the form of convenient tea bags. Their superior standards, which include using the best quality raw materials, gentle processing, continuous quality controls in their own state-of-the-art laboratory and special formulas and blends, exceed the strict German Food Regulation standards. The "All From One Source" guarantee is the TEEKANNE Group promise of quality to consumers that their teas have been selected from superior growing regions throughout the world and that all processing and quality control has been fulfilled exclusively by TEEKANNE Group experts. From nature to packing, TEEKANNE Group controls farming, harvesting, blending and packing so you can be confident in the quality of your tea—with every sip.

The double-chamber design of the flow-through tea bag increases tea potency, providing consumers a fuller flavor experience. Each perfectly blended tea bag is flavor-locked with a triple-layer, heat-sealed envelope, allowing consumers to taste the product as nature...and TEEKANNE intended—fresh.

The founders of the TEEKANNE Group started out in 1882 as a small tea shop in Dresden introducing blended teas to the European market, and thereby offering for the first time tea of a consistently high quality. Later, they revolutionized the idea of branded teas with the invention of the first fully automatic TEEPAC machine. Today, TEEPAC machines are used by countless tea manufacturers in approximately 50 countries worldwide, with some machines still in operation from the 1950s. This attests to the quality and workmanship of TEEPAC equipment and the TEEKANNE Group.

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

TEEKANNE Herbal Wellness Teas are manufactured and marketed by family-owned TEEKANNE Group, a major player in the global tea market offering premium tea products for over 125 years. Each individual tea bag offers the guarantee of quality and boasts the most flavorful ingredients free from added sugars, artificial additives and preservatives. TEEKANNE Herbal Wellness Teas bring flavor and function into harmony by producing teas made from 100% all-natural ingredients and flavors. Offering a variety of 12 energizing, relaxing and soothing functional flavors, TEEKANNE Herbal Wellness Teas provide the consumer with a healthy and flavorful way to stay hydrated, while bringing more enjoyment and indulgence to his/her life.