



HERBAL WELLNESS TEA

Bring more enjoyment and indulgence to your life.

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TEEKANNE HERBAL WELLNESS TEA LAUNCHES "MY TEEKANNE MOMENT" CONTEST

Three grand prize winners, each to receive a \$5,000 AMEX Gift Card

Windsor, Connecticut (November 29, 2010) – It's that time of year again – tea season! And to kick this tea season off right, TEEKANNE Herbal Wellness Tea is proud to announce the start of its "My TEEKANNE Moment" contest. This year's contest is all about the moment – your moment and how TEEKANNE teas take you there.

The "My TEEKANNE Moment" contest is about the celebration of the personal moments and roles that TEEKANNE Herbal Wellness Tea plays in your day.

TEEKANNE wants to hear about your unique and special moment. Interested? Entry is easy. Simply put it in writing, 200 words or less, accompanied by a photo that shows what that moment is like. That's it. Just be sure to have your entry submitted by March 31, 2011. An online entry form can be found at www.favoritetea.com, along with a full description of the contest details and guidelines.

All entries will be reviewed and evaluated by a panel of TEEKANNE judges, including TEEKANNE brand ambassador and tennis legend Steffi Graf. Three of the most inspiring moments (one from each the following categories; Energizing, Relaxing and Soothing) will be selected as the grand prize winners. Each of the three grand prize winners will receive a \$5,000 American Express gift card (use as you like), an autographed picture of Steffi Graf and 50 TEEKANNE tea coupons each good for a FREE box of TEEKANNE Herbal Wellness Tea to share with family and friends.

Additionally, there will be six runner-up prizes awarded in the form of a TEEKANNE tea chest filled with an assortment of TEEKANNE Herbal Wellness Tea, an autographed picture of Steffi Graf, and 25 TEEKANNE tea coupons each good for a FREE box of TEEKANNE Herbal Wellness Tea. Coupons can be shared with family and friends.

Updates on the contest will be posted on the TEEKANNE Herbal Wellness Tea facebook page at www.facebook.com/teekanneUS.

According to Shauna Collins, Senior Brand Manager TEEKANNE North America, the “My TEEKANNE Moment” contest reinforces TEEKANNE’s commitment to embracing the special bond that herbal tea drinkers have with TEEKANNE. The moment is not the same for every TEEKANNE drinker and that’s what makes them so special and unique. And, this contest is the perfect chance for anyone wanting to share those moments, and in the process have a chance to win some very cool prizes.”

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 (whether Energizing, Soothing or Relaxing) into harmony with 12 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.