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Contact: Tisha Winters
(510) 500-1140
tisha@numitea.com

NUMI
ORGANIC TEA

Celebrating people, planet and pure tea.

MEDIA ADVISORY

NUMI ORGANIC TEA INTRODUCES FIVE NEW ARTISANAL PU-ERH TEA BLENDS AT NATURAL PRODUCTS EXPO WEST

Five unique blends help expand this revolutionary new tea category



Oakland, Calif. (February 15, 2012) – Leading premium tea purveyor Numi Organic Tea will introduce five new artisanal blends of Organic Pu-erh tea at booth #2917 at [Natural Products Expo West](#) in Anaheim, Calif., March 9-11, 2012.

Being added to Numi's existing line of organic Pu-erh teas are the flavors: Basil Mint, Coconut, Cardamom, Ginger and Jasmine. Each new flavor blends only premium, full-leaf quality teas with 100 percent real fruits, flowers and spices; no artificial oils or flavorings, for a truly unique and artisanal flavor. Pu-erh is an ancient healing tea picked from 500-year-old tea trees in the mountains of Yunnan, China. The roots of these mature trees are believed to gather more minerals from the earth resulting in a rich, bold flavor and elevated health benefits. These teas then go through a unique fermentation process that acts on the nutrients in the tea leaves creating increased levels of antioxidants, even more than most green teas.

The new blends include:

Coconut Pu-erh: *Real coconut pieces and a hint of vanilla bean make for a delicious, rich and smooth treat*

Cardamom Pu-erh: *Sultry cardamom blends perfectly with Pu-erh to create an intriguing and exotic tea*

Basil Mint Pu-erh: *Herbaceous and distinct, this infusion makes for a smooth yet vibrant blend*

Jasmine Pu-erh: *A beautiful and balanced floral touch to deep earthy flavors*

Ginger Pu-erh: *Zesty notes of real ginger and rich Pu-erh make for a bold cup of tea*

Numi Organic Pu-erh Teas are available in boxes of 16 teabags for an SRP of \$7.99-\$9.99. Numi Organic Pu-erh teas are sold nationally at Whole Foods and other leading grocery and natural specialty stores as well as online at www.numitea.com.

What: Numi Organic Tea at Natural Products Expo West

Where: Booth #2917. Natural Products Expo West, Anaheim Convention Center, 800 West Katella Avenue, Anaheim, CA 92802

When: March 9-11, 2012

About Numi Organic Tea

Numi Organic Tea blends premium organic teas and herbs with only 100 percent real ingredients, allowing nature to speak for itself. As a pioneering, quadruple-bottom line company (people, planet, product, profit), Numi sources directly from fair labor gardens that guarantee a livable wage and better opportunities for farmers and their families. Numi is a company committed to reducing its impact on the planet through ecologically responsible choices in sourcing, production and recycled and non-GMO packaging.

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