



Celebrating people, planet and pure tea

IMMEDIATE RELEASE

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Celebrate National Organic Month this September with Numi Organic Tea

Premium tea purveyor dedicated to creating 100 percent organic products

Oakland, Calif. (May 1, 2012) -- Numi Organic Tea is inviting tea lovers to celebrate Organic Month this September with a delicious tea toast. Today, as more and more families are integrating organic foods into their lifestyle, there's no better time of year to think organic and what it means for our bodies, the farmers working at the source of origin and the world we live in.

According to a 2011 survey, 78 percent of families are choosing organic foods. In addition, four in ten families say that they're buying more organic products than they were a year ago. Organics are growing and yet many consumers are still confused about what organic really means. According to The Soil Association, 80 percent think foods labeled as "natural" are the same as "organic."

So what is "organic?" The term "organic" actually refers to the way agricultural products are grown and processed and legally details the permitted use (or not) of certain ingredients in these foods. Products labeled "100% Organic" and carrying the "USDA Organic" seal adhere to a strict legal standard: growers and handlers must be certified by third-party state or private agencies or other organizations that are accredited by USDA.

Those goals are accomplished through the minimal use of off-farm inputs and management practices that restore, maintain and enhance ecological systems. The standards include a national list of approved synthetic and prohibited non-synthetic substances for organic production which means that organically produced foods also must be produced **without the use of:** antibiotics, artificial growth hormones, high fructose corn syrup, artificial dyes (made from coal tar and petrochemicals), artificial sweeteners derived from chemicals, synthetically created chemical pesticide and fertilizers, genetically engineered proteins and ingredients, sewage sludge, irradiation.

"Choosing organic tea is especially important," says Brian Durkee, Vice President of Operations at Numi. "Typically, when non-organic food is purchased, such as produce, people rinse off the dirt, fertilizers and other impurities before eating it. When it comes to tea, leaves go directly into bags after being picked and processed. Unlike other food items, tea is not washed prior to consumption. The first time tea comes into contact with water is



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in our own cups, right before we drink it. This means that if any harmful chemicals are used at the gardens, they could be released in our cups along with the tea flavor.”

For Numi Organic Tea, the definition is simple: Organic production is an “ecological production management system” that’s goal is to promote and enhance biodiversity, promote and enhance biological cycles, and to promote and enhance soil biological activity. Simply put, it is the natural and healthy way to treat the local environment and help protect the people working at the source of origin. Numi purchases only organic ingredients, certified to NOP and EU, and has a history of helping its farmers to meet the requirements for organic certification, inspection and certification by a third party certifier – and, of course, to offer teas that are delicious, good for the body and for the environment. With values steeped in sustainability, Numi has worked hard to convert 100 percent of its products to be certified organic.

In 1992, the Organic Trade Association implemented Organic Harvest Month, observed every September, to highlight organic agriculture and the growing popularity of organic foods and beverages. This year, Numi offers a variety of ways to enjoy a toast to the earth.

One way to enjoy Numi’s unique tea blends is by brewing a cup of their newest organic Pu-erh (poo-air) teas, released this March 2012, in the following flavors: Cardamom, Basil Mint, Jasmine, Ginger, and Coconut. Pu-erh is an ancient healing tea picked from 500-year-old organic wild tea trees in Yunnan, China. Unlike traditional teas, Pu-erh undergoes a unique 60-day fermentation process resulting in a bold flavor with hints of malt and an abundance of healthy antioxidants. These five new organic blends offer delicate and sophisticated flavors, all while maintaining the incredible health benefits of Pu-erh.

Numi also released two new decaffeinated blends this February 2012: Decaf Simply Green, a gently steamed tea with a smooth and grassy flavor, and Decaf Earl Grey, a classic tea with robust flavor and refined citrus tones. While some decaf teas are made through harsh processes that strip away other nutrients and taste, Numi chose to use the chemical-free, CO2 process to retain more flavor and health properties, providing consumers with the best-tasting teas possible.

In addition to offering consumers a fine variety of quality blends, Numi also teamed up with the nation’s first tea sommelier, James Labe, to create unique tea cocktails. It’s no secret that the creation of fine cocktails has become an art, with mixologists and “bar chefs” insisting on only the best, freshest and most delicious ingredients. The Pear Honeybush cocktail (recipe below) infuses bourbon with Numi’s Honeybush tea, creating a sweet and earthy flavor, and then mixes it with fresh pear juice. This simple and sophisticated cocktail truly allows the tea’s earthy flavors to shine and is ideal for fall imbibing.

NUMI[®]
ORGANIC TEA

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Numi's Pear Honeybush

Created by James Labe

1 Numi Honeybush Teabag

2 oz. Bourbon

4 oz. fresh Pear Juice

Infuse tea bag in bourbon for thirty minutes, then remove bag, squeezing out excess.

Pour ingredients into a shaker with ice.

Shake and strain into glass.

Serve with Maraschino Cherry.



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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. www.numitea.com.