

FOR IMMEDIATE RELEASE:

## **New Choice Organic Teas Fair Trade Dragon Well Green Tea**

Seattle, WA 2005 – Choice Organic Teas, a brand of Granum, Inc., is introducing a new Chinese green tea, scheduled to be released mid March. Dragon Well Green Tea, a revered Chinese classic will be added to Choice Organic Teas Fair Trade Certified® line up as part of their Gourmet Blends Line. This line, created for food service distribution, comes packaged in tea bags made from unbleached natural fibers enclosed within an environmentally safe, high barrier envelope that protects the freshness and flavor of the tea.

Choice Organic Teas Dragon Well is an organic and Fair Trade presentation of one of the most famous of all Chinese teas. It has vibrant color, a fullness of flavor, and very appealing, nutty aroma. Particularly well known for a long finish, with a lingering bittersweetness, this is one of the most refreshing green teas.

Tea professionals within the company tried for years to find an organic and Fair Trade Certified® Dragon Well Green Tea that fit the desired flavor profile and high quality standards necessary to be worthy of carrying the Choice Organic Teas brand name.

“We are delighted to add this Dragon Well Green Tea to our offerings. We want consumers to be able to expand their green tea horizons with the exquisite and clean flavor of our new Dragon Well,” says Blake Rankin, founder and President of Granum, Inc. Visit booth number 4643 at the Natural Products Expo West in Anaheim, CA for more information and a taste of this vibrant green tea.

Granum, Inc. introduced Choice Organic Teas in 1989 with three teas from organic Japanese tea gardens. Fifteen years later, they offer more than seventy varieties of Black, Green, Oolong, White teas, and herbal infusions available in tea bags and loose leaf. Choice Organic Teas became the first tea crafter in the US to Fair Trade certify all qualifying teas, providing exceptional tasting teas with an environmental and social conscience. To download printable images of the new tea boxes visit:  
<http://www.choiceorganicteas.com/press>

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