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Numi Organic Tea launches revolutionary new tea category: Organic PUERH Tea

Extremely popular in China, ancient Wild Tea Trees hold promising health benefits through a unique fermenting and ripening process.



OAKLAND, CA (Dec 10, 2008) – Known for innovative, organic Flowering Tea and pure ingredient tea blends, Numi Organic Tea today launched a new line and category of tea called Puerh (pronounced pu-err) for the U.S. market. Although all teas come from the same plant, *Camellia Sinensis*, Puerh is made from a different variety that grows on wild, 500-year-old tea trees, known as “broad leaf tea”, found in the pristine Yunnan Mountains of Southwestern China. The maturity and special variety of these trees produces a high quality tea leaf ideal for processing Puerh. The leaves undergo an unusual fermenting, ripening and aging process which results in Puerh’s unique earthy flavor and special health properties.

Processing –

Puerh processing is different from regular white, green, oolong or black tea. After the leaves are picked, they are piled into heaps, dampened frequently for a period of 60 days and rotated every 10 days during this time to ensure all the tea is fermented. The tea is then dried and ready to be compressed into bricks for aging, or left as loose tea as Numi uses in its tea bags. Different from black tea, Puerh can be steeped long for a smooth yet bold cup without the bitterness. Its taste is rich and velvety, slightly sweet with hints of malt. A straight Puerh such as Numi’s Emperor’s Puerh makes a great pairing with a French cheese plate and can also act as a digestif after a heavy meal.

Health –

Chinese people have written about the health benefits of Puerh since ancient times. The fermentation process of Puerh allows beneficial nutrients to flourish. This special process enhances the antioxidant ability found in all tea including polyphenols (catechins), Vitamins B, C, E, P, and K, while increasing statin and GABA levels, making Puerh a highly effective healing beverage. Independent studies on Puerh show Numi’s Puerh contains 32% more antioxidants than green tea.

- ♦ Antioxidants neutralize the damaging effects of free radical oxidation in the body.
- ♦ Antioxidants support a healthy heart, cardiovascular system, and strong immune system.
- ♦ Puerh is a natural source of elevated and sustained energy without the caffeine jitters.
- ♦ Puerh is purported in Asian cultures to aid digestion & rejuvenate “Qi” (Chi) life energy.

Numi Organic Puerh tea is available nationally at Whole Foods Markets in four varieties, in tea boxes for an SRP of \$8.99–9.99.

- ♦ Emperor’s Puerh – Organic Black Puerh tea: *malty, rich & bold*
- ♦ Chocolate Puerh – Organic Black Puerh tea: *velvety rich & vanilla*
- ♦ Magnolia Puerh – Organic Green Puerh tea blend: *deep floral earthiness*
- ♦ Mint Puerh – Organic Green Puerh tea blend: *pungent, smooth & sweet*

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Numi Organic Tea, founded in 1999 by brother-and-sister duo Ahmed and Reem Rahim, holds a prominent place in the specialty tea aisle with high-quality USDA Organic and Fair Trade Certified teas that deliver on taste and quality. Numi Organic Tea sources directly to procure the highest quality, premium full tea leaves and herbs and uses only 100% real ingredients for a pure taste. Numi is a leader in sustainability, recognized four years in a row by Waste Reduction Awards Program (WRAP) of California, and is a Founding B Corporation, creating benefit for shareholders, employees, the community and the environment.

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