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Numi introduces World's First Organic Puerh Tea, in bags, brick and bottles!

Leading tea purveyor first-to-market with Puerh, a revolutionary new tea category.



Oakland, CA (February 23, 2009) – Premium-quality tea purveyor Numi Organic Tea today announced six offerings of Ready-To-Drink (RTD) bottled tea blends, including five varieties of organic Puerh Tea blends and one organic Rooibos Herbal blend, available in retail and foodservice channels. Numi Organic Tea will offer samplings of its complete line of RTD Puerh and Rooibos blends, along with its current offering of bagged Puerh teas and the pure compressed loose Puerh tea “brick”, at booth # 2728 at Natural Products Expo West in Anaheim, California, March 5-8, 2009.

Puerh (pu-err), an ancient traditional tea long revered in China for its flavor as well as health benefits, is a fermented tea that packs a heavy antioxidant punch. Numi is unique in that it sources from rare, wild-harvested 500-year old tea trees from the Yunnan region of China which yields a superior quality taste. Puerh’s broad leaves undergo a “secret” fermentation process whereby the leaves are moistened and turned frequently for a period of 60 days, resulting in a rich and bold flavor with an earthy finish. Puerh is then compressed into bricks and aged in cool caves for months to several years thereby increasing its value, flavor and medicinal properties.

Independent ORAC tests have shown that one serving of Numi’s RTD Puerh blended teas yields 14% higher antioxidant capacity than one serving of hot green tea. Numi Organic Tea introduced a line of organic bagged Puerh teas to the U.S. market, a first-to-market introduction. The entire line of Puerh teas are USDA Certified Organic, meaning no pesticides are used, leaving no residues steeped in the cup as with conventional teas.

True to Numi’s innovation, Numi has developed a functional beverage that also tastes delicious. Unlike most RTD drinks currently on the market that use flavorings and extracts, Numi RTD blends use only 100% real ingredients for a refreshing pure taste. Numi Organic RTD Puerh teas will be available in five SKUs: Mango Passion Puerh Black Tea, Earl Grey Puerh Black Tea, Magnolia Jasmine Puerh Green Tea, Peach Nectar Puerh Green Tea, Moroccan Mint Puerh Green Tea; in addition, Honey Lemon Rooibos Teasan is available as an herbal, caffeine-free option. Barely sweetened with honey, agave nectar and/or organic cane sugar, the blended teas have a SRP of \$2.79 per recyclable glass bottle.

In addition to Puerh having its own unique flavor profile, Numi Organic RTD blends bring some of Numi’s most popular tea flavors into bottled form for a refreshing and healthful alternative to sodas. “We wanted to bring the wonderful flavor and health benefits of Puerh to the U.S. market, and offer enough product SKUs to appeal to a variety of taste preferences,” said Ahmed Rahim, CEO and Alchemist of Numi Organic Tea. “We therefore decided to offer our Ready-to-Drink lineup as blended teas, combining some of Numi’s most popular flavors – Moroccan Mint and Earl Grey, for example – with Puerh to make it at once accessible and innovative,” Rahim added.

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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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