



FOR IMMEDIATE RELEASE

**CHOICE ORGANIC TEAS LETS LOOSE WITH EXPANDED TEA OFFERING
Organic Tea Company Adds One Pound Loose Leaf Bulk Bags To Product Line**

Seattle, WA (August 2015) As many tea aficionados will attest, the best part about tea is the myriad varieties and methods from which one can consume one of the world's most popular beverages. From bagged tea to loose leaf, tea fans have long appreciated the variety and ability to customize their tea drinking experience. [CHOICE ORGANIC TEAS](#), the first exclusively organic tea crafter in the United States and first in the country to introduce Fair Trade Certified™ teas, has announced that it now offers consumers a line of one pound loose leaf bulk teas in 29 flavors, perfect for Choice Organic Teas fans looking for a bulk loose leaf alternative to its popular individually bagged teas.

With the growth of the tea category in natural retail markets up over 9% (SPINS 2014), the new one pound bags from Choice Organic Teas offer the retail consumer the opportunity for a new tea experience. The loose leaf teas, which are sold in one pound, airtight, and re-sealable bags, are a mix of carefully crafted single origin, blends, and herbal teas in 29 varieties. From an organic white tea like Bai Mu Dan to traditional black teas like English Breakfast or Darjeeling, the new loose leaf varieties are ideal for grocery store consumers and foodservice organizations alike.

Starting at \$19.40, the 29 flavors of one pound bags of loose leaf teas are all certified organic, , Kosher, and Gluten-Free Certified. And most are non-GMO Verified and Fair Trade Certified. The one pound bags of loose leaf teas join Choice Organic Teas' existing collection of over 80 teas and are available on www.amazon.com and at www.choiceorganicteas.com.

About CHOICE ORGANIC TEAS *A brand of Granum, Inc. of Seattle, CHOICE ORGANIC TEAS made its debut in 1989. As North America's #1 selling exclusively certified organic tea line, Choice Organic Teas has promoted the growth and development of organic agriculture in tea estates worldwide and offers more than eighty varieties of teas and herbal infusions available in tea bags, tea pyramids, and loose leaf. In 2000, Choice Organic Teas became the first tea crafter in the United States to offer Fair Trade Certified™ tea and in 2010, it became the first tea company to be Non-GMO Verified. Its commitment to sustainable business practices won it a Responsible Packaging Award in 2011. Choice Organic Teas is one of the few tea companies that packages its own tea, which gives it direct control over quality, food safety, and costs. And, since it is all packaged in the United States, it contributes to U.S. jobs. Visit www.choiceorganict teas.com for more information.*