



CHOICE ORGANIC TEAS ADDS NORTH AMERICAN TEA CHAMPIONSHIPS AWARD TO ITS GROWING LIST OF ACCOLADES

Seattle, WA (December 2012) — Choice Organic Teas continues to expand its illustrious list of accolades with its most recent recognition in the North American Tea Championship. The company won First Place for its Genmaicha tea in the Green Tea Blended/Flavored Tea category and Third Place for its Wild Forest Black tea in the Black Tea category. As a winner, Choice Organic Teas will showcase its teas in the North American Tea Championship Tasting Winners' Circle at the World Tea Expo and World Tea Fest in 2013.

Choice Organic Teas was subjected to rigorous testing by a judging panel of professional cuppers. Each submission was assessed through blind organoleptic analysis of the following characteristics: brewed color; brewed aroma; brewed flavor; brewed mouth-feel; brewed harmony. The ratings of each characteristic were then used to calculate an overall numerical value on a 100-point scale, and winners were determined by rank.

“We’re extremely proud of this important recognition in the tea industry,” says Anne-Marie Phillips, Head of Sales and Marketing at Choice Organic Teas. “It further validates our commitment to the highest quality and best tasting teas on the market.”

In addition to this award, Choice Organic Teas has recently received a number of other awards such as the Vegetarian Times Foodie Award for its Jasmine Green Tea, Delicious Living Editors Choice for Jasmine Green Tea, Responsible Packaging Award, and was named a 2012 Washington Green 50 company.

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 seventy-five 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. Visit www.choiceorganic1teas.com for more information.

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