



MEDIA CONTACT:

Valerie Skubal

206-525-0051

valerie@choiceorganicteas.com

FOR IMMEDIATE RELEASE

Choice Organic Teas Takes Silver in the sofi™ Awards

Reishi Detox* scores in Hot Beverage Category

Seattle, Washington (May 2018) – Choice Organic Teas has won a silver award for Outstanding Hot Beverage in the Specialty Food Association’s 2018 sofi™ Award competition.

“sofi” stands for Specialty Outstanding Food Innovation and awards are only given to the best of the best in the specialty food industry. This year, 150 winners were selected across 39 categories from over 3,000 entries by food professionals including chefs, culinary experts, academics, food writers, and category buyers. All winners will be honored at the Summer Fancy Food Show in New York City June 30 - July 2.

“A sofi means a product, and the people behind it, have arrived,” says Phil Kafarakis, president, Specialty Food Association. “This year’s winners represent a devotion to excellence and innovation in specialty food that continues to fuel our industry, excite consumer and expand retail offerings around the world.”

The first of its kind of the market, Reishi Detox* earned its silver based on merits of taste, ingredient quality, and innovation. Developed in partnership with Bastyr University, the nation’s leading natural health university, this purifying Mushroom Wellness* tea was formulated with taste and functionality at the forefront. Cacao and carob lend warm chocolate notes and reishi mushroom extract supports healthy immunity and delivers antioxidants to boost the body’s natural defenses.* Reishi Detox* is part of a collection of Mushroom Wellness Teas* currently available including Shiitake Turmeric, Shiitake Maté, and Reishi Matcha.

“We’re thrilled to be silver award recipients,” says Anne-Marie Phillips, VP of Sales and Marketing at Choice Organic Teas. “What an honor to have our Reishi Detox Mushroom Wellness Tea* recognized by the specialty food industry. We hope this paves the way for flavorful, functional beverages in more conventional spaces.” Reishi Detox* and other Choice Organic Teas products can be found at www.choiceorganict teas.com, Sprouts Farmers Markets, and select Natural Grocery stores.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

About Choice Organic Teas

A brand of Granum, Inc. in Seattle, WA, CHOICE ORGANIC TEAS made its debut in 1989. As North America’s first exclusively organic tea company, 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 and loose leaf. Choice Organic Teas is the first tea crafter in the United States to offer Fair Trade Certified™ tea and the first tea company to achieve Non-GMO Project Verification. Manufacturing in Seattle, WA, it is one of the few tea companies in the US that packages its own tea.

Visit www.choiceorganict teas.com for more information.