



Choice Organic Teas Earns Another sofi™ Award
Shiitake Oolong Wins New Product in the Tea Category

Seattle, Washington (May 1, 2019) – Choice Organic Teas has won the “New Product” award for the Tea category in the Specialty Food Association’s 2019 sofi™ Award competition. This is the fourth sofi™ trophy for the company and the second year in a row for a Mushroom Wellness Teas* win, with Reishi Detox* taking the silver in 2018.

Shiitake Oolong was one of 148 winners selected by a national panel of specialty food experts from more than 2,000 entries across 39 awards. Every eligible entry is carefully assessed by passionate and knowledgeable food professionals including chefs, culinary experts, academics, food writers, and category buyers. Products are tasted blind and judged on taste, including flavor, appearance, texture and aroma, ingredient quality, and innovation.

Winning Shiitake Oolong boasts a mixture of teas, mushrooms, and herbs to create a rich, smoky cup that encourages normal immunity and stimulates metabolism, with eleuthero root and ashwagandha to support endurance and a balanced stress response.*

“A sofi™ recognizes an extraordinary product and the people behind it,” says Phil Kafarakis, President, Specialty Food Association. “This year’s finalists represent a devotion to excellence and innovation in specialty food that continues to fuel our industry, excite consumers, and expand retail offerings around the world.”

“We’re tremendously proud and honored to receive the sofi™ New Product award for the Tea category,” says Anne-Marie Phillips, VP of Sales and Marketing at Choice Organic Teas. “It’s especially poignant to have our product innovation and exceptional tasting teas recognized by tastemakers in the industry as we celebrate our 30th anniversary.” Shiitake Oolong can be found at www.choiceorganicteas.com and select natural grocery stores.

About Choice Organic Teas

A brand of Granum, Inc. in Seattle, Washington, CHOICE ORGANIC TEAS made its debut in 1989. A top selling producer of certified organic teas, the company has promoted the growth and development of organic agriculture in tea estates worldwide with over 70 varieties of teas and herbal infusions available in tea bags and loose leaf. Choice Organic Teas is one of the few tea companies that packages its own tea, giving it direct control over quality and food safety. www.choiceorganicteas.com

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,600 members in the U.S. and abroad with resources, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer **Fancy Food Shows**, and presents the **sofi™ Awards** honoring excellence in specialty food. Learn more at specialtyfood.com.

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*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.