

# Suited to a Tea: Bigelow goes live on Facebook

Patti Woods

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Cindi Bigelow, left, president of Bigelow Tea, and Valorie Luther, a Fairfield resident and founder of Bigelow's social-media partner, Creative Concepts, respond to comments and questions during a live Facebook chat Wednesday at the company's Fairfield headquarters. Photo: Contributed Photo / Fairfield Citizen contributed

Fairfield's most famous "home brew" -- Constant Comment tea, the signature brand of Bigelow Tea Co. -- is noted for its calm, soothing virtues.

Now, add to that brew a growing social-networking savvy.

In what marked a first for company president Cindi Bigelow when tea aficionados across the globe sat down for a Wednesday afternoon cup, she joined them -- albeit, online -- in her inaugural live Facebook chat.

In observance of National Hot Tea Month, Bigelow Tea fans were invited to post comments and questions on the company's Facebook community page.

Working on her laptop in a conference room at the company's Black Rock Turnpike headquarters, Bigelow responded to their comments.

Founded in 1945 by Bigelow's grandmother, [Ruth Campbell Bigelow](#), after she improvised the Constant Comment recipe in her kitchen, Bigelow Tea is still family-owned, but has evolved into the nation's No. 1 specialty tea company. Bigelow Tea also has a huge fan base, as evidenced by its Facebook page, which has nearly 40,000 followers.

Because no one at Bigelow had done a live chat before, Cindi Bigelow and her team weren't exactly sure what to expect Wednesday.

"I thought I would've gotten five questions," Bigelow said. "I imagined saying, 'Do you have any other questions for me?'"

But from the moment she logged on, Bigelow typed as quickly as possible, trying to keep up with the many questions posted for her.

Questions ranged from, "What is your favorite wintertime tea?" to "Do you use [Fair Trade](#) tea?"

"I wanted to make sure to answer every question," Bigelow said. "People jumped on very quickly."

Some fans inquired as to where they could buy their favorite teas, and others wanted to know if there would be more varieties available in K Cups.

"It was a neat thing to be able to offer a chat," Bigelow said. "It's fun for the fans to connect that our tea has family behind it. I want them to know we're not just a box of tea."

"Bigelow was one of the first companies to have a Facebook page," said [Valorie Luther](#), founder and CEO of [Creative Concepts Consultants](#), which Bigelow employs as its social-media agency. "The company is very progressive."

Bigelow will be doing more live chats in the future, although, she said, she needed to get over the excitement from this one first.

"I was very nervous," she said. "But people were very kind."