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BIGELOW TEA LAUNCHES FIRST NATIONAL HISPANIC MARKETING CAMPAIGN

FAIRFIELD, Conn. (DATE) – Bigelow Tea, one of the nation’s leading producers of specialty teas, today announced that it is launching its first national marketing campaign to extend its existing brand awareness and loyalty to Hispanic tea drinkers.

The new campaign is called, “Dale Sabor a Tu Vida” (Add Flavor to Your Life), and reflects the quality and flavor difference of Bigelow Tea’s more than 80 varieties of flavored, traditional, green, organic green, herbal, decaffeinated, and iced teas.

“Hispanics are a very important part of our consumer base and the research clearly shows that, as consumers, they remain loyal to brands based on taste and quality, both areas where Bigelow Tea differentiates itself,” said Cindi Bigelow, President, Bigelow Tea. “The theme ‘Dale Sabor a Tu Vida’ echoes this sentiment as well as reflects a passion and zest for adding flavor to your life that is culturally-relevant.”

The campaign, created by Bauzá & Associates, begins with a newspaper insert that will be distributed in mid-February in Miami, Los Angeles, Houston and New York City. Future campaign plans include a Spanish-language website, print advertising, direct mail, public relations as well as event support and promotional sampling in cities like Miami.

Bigelow Tea has Spanish-language packaging on select tea varieties in key markets, and has conducted previous direct-marketing campaigns based on its general market concepts.

"Bigelow Tea is very proud of the relationship we have established with the Hispanic customer. We are now looking to expand our efforts by enhancing our communication and servicing our customers in a more culturally-relevant manner," said Cindi Bigelow. "As a family-owned company for more than 60 years, we are focused on consistently delivering the highest quality teas to all of our customers."

About Bigelow Tea Company

100 % family owned, Fairfield, Conn.-based Bigelow Tea pioneered the specialty tea category more than 60 years ago. Bigelow takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America’s leading specialty Tea Company. The Bigelow Tea line includes more than 80 varieties of flavored, traditional, green, organic, herbal, decaffeinated teas and iced teas—including America’s number one specialty tea flavor, “Constant Comment®”.

In 2003, the company purchased and restored the Charleston Tea Plantation. Based on Wadmalaw Island just south of Charleston, South Carolina, the only tea plantation in America cultivates several hundred thousand tea bushes that are descendants of bushes brought from China during the 1800’s. The Charleston Tea Plantation has become a "must see" destination for tea lovers and tourists alike who visit the area from around the world and appreciate information and education about tea in addition to enjoying American Classic Tea and products which are produced from the tea grown on the premises

Bigelow Tea products are available nationwide including grocery, super centers, mass merchandisers and health stores. Every variety can be found on the company website, (www.bigelowtea.com), along

with an appealing selection of tea chests, tea accessories and other gift items. Tea lovers and enthusiasts will also enjoy interesting and entertaining related stories and facts by visiting the company's blog (<http://www.bigelowteablog.com>).

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