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FOR IMMEDIATE RELEASE

Bigelow Tea Releases “How-to” Video

Create and Enjoy the Perfect Cup of Green and Black Tea with Cindi Bigelow

FAIRFIELD, Conn., February 2008 –Tea lovers around the world can now learn the secret behind the perfect cup of tea with Bigelow Tea’s (www.bigelowtea.com) newest online video.

Hosted by Cindi Bigelow, President, this short clip explains the unique differences between black and green tea leaves and offers specific step-by-step tips on how to prepare the respective brews. Charming and informative, Bigelow explains the importance of using fresh, aerated water and describes the significant step of steeping, or covering, the cup before consumption. With a vibrant and useful demonstration, Bigelow walks viewers through the necessary, and different, steps for both black tea and green tea, bearing in mind the health benefits that accompany each cup.

Steps on the Perfect Cup of Black Tea:

1. Start with cold, aerated water
2. Use water as soon as it boils
3. Steep, or cover, 2-4 minutes
4. Don’t wring out the tea bag!

Steps on the Perfect Cup of Green Tea:

1. Use an open pot rather than a tea kettle
2. Use cold, aerated water
3. Use water as soon as it boils
4. Steep 1-3 minutes
5. Don’t wring out tea bag!

Tea fans around the world are encouraged to check out the videos on the Bigelow Tea-V channel on our website as well as our blog that has tea facts, recipes, celebrity tea sightings and more.

About Bigelow Tea Company

100 % family-owned, Fairfield, CT 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®”.

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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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