

CONTACT: Elizabeth April-Fritz
Bigelow Tea
203-334-1212
eafritz@rcbigelow.com

R. C. BIGELOW. INC. LAUNCHES INNOVATIVE VANILLA TEA LINE

- Company Creates New Generation of Specialty Teas -

FAIRFIELD, Conn. (October 2, 2002)—Responding to strong consumer preference for vanilla-flavored products, R. C. Bigelow, Inc., the makers of Bigelow Tea, announce the introduction of a new line of black teas, flavored with aromatic vanilla and blended with accents of caramel, almonds, hazelnuts and cherries.

Bigelow's new tea line includes five richly-flavored teas: French Vanilla, Vanilla Caramel, Vanilla Hazelnut, Vanilla Almond and Cherry Vanilla. With the introduction of Bigelow's vanilla line, tea lovers can now enjoy the same popular flavors available to coffee drinkers.

The new vanilla teas impart a rich, sophisticated and contemporary taste. Containing only five calories per cup, the teas make a surprisingly satisfying alternative to high calorie desserts. Each of the new vanilla teas can be enjoyed hot or iced and, because they are made with black tea, they offer the added benefit of healthful antioxidants.

In introducing the unique variety of flavors in its vanilla tea line, Bigelow has created a new flavor segment for the tea category. The new vanilla line utilizes the company's unrivaled flavor expertise. Blending only the finest quality teas and flavorings, the new vanilla teas, created by the Bigelow Family, deliver a perfectly brewed and balanced cup of tea. And, to protect delicate flavors, each Bigelow vanilla tea bag is packed in its own foil, flavor-protecting envelope.

Bigelow vanilla teas are available in supermarkets and specialty stores throughout the United States. The suggested retail price of a box containing 20 tea bags is \$2.79 - \$2.99.

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®".

Page 2 - Bigelow Vanilla Tea Line

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>).

-End-