

FOR IMMEDIATE RELEASE

BIGELOW® TEA INTRODUCES TWO LOVE-LY NEW FLAVORS ... JUST IN TIME FOR VALENTINE'S DAY!

Bigelow's new Sweetheart Cinnamon and new White Chocolate Kiss

FAIRFIELD, Conn. (RELEASE DATE) – It's a Valentine for tea-lovers: two delicious, naturally sweet new flavors from Bigelow® Tea ... an idea brewed up especially for Valentine's Day (www.bigelowtea.com).

White Chocolate Kisses blends the heavenly taste of rich, decadent chocolate with robust black tea. So aromatic and delicious, it's hard to believe that each chocolaty cup is a zero-calorie treat! For even richer flavor, a little milk and sweetener will enhance the chocolate taste experience. A unique approach to Valentine's Day chocolate, this seasonal blend will warm any heart.

Sweetheart Cinnamon is an herbal tea blended with aromatic cinnamon and kissed with a finishing note of sweet apple. The result is a deliciously balanced, zero calorie treat that embraces you with the warming flavor of that traditional Valentine favorite – cinnamon hearts! All natural and caffeine-free, it's an enjoyable taste sensation that is perfect for this time of year.

These flavorful, seasonal teas will be the satisfying finish to a romantic meal, and the perfect excuse for a sweet interlude any time of day. They also make lovely gifts to celebrate Valentine's Day with friends and family. And unlike those fattening boxes of candy, these new Valentine treats will never go directly from the lips to the hips.

“Our two Valentine's teas extend our tradition of bringing new excitement to the category with special, seasonal blends,” says Cindi Bigelow, President of Bigelow Tea. “New items are developed through extensive testing and planning to get the perfect combination of fine ingredients. With their rich, naturally sweet flavors, *Sweetheart Cinnamon* and *White Chocolate Kisses* offer the wonderful indulgence of a fancy treat, without the calories.”

These two new, limited edition teas will be available exclusively during the Valentine season, both in-store and on the Bigelow Tea website at www.bigelowtea.com. The website also offers other unique gift items including tea baskets, tea chests and tea accessories.

How sweet it is to enjoy something this good...uniquely from Bigelow® Tea.

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, supercenters, 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>).

#

PRESS CONTACT INFO:

Elizabeth April-Fritz
Bigelow Tea
203-334-1212
eafriz@rcbigelow.com

Julie Dolan
Creative Concepts
203.259.4202
jdolan@creative-conceptslc.com