



BIGELOW TEA PRESS RELEASE

FOR IMMEDIATE RELEASE

NEW BIGELOW® TEAS COME TO MARKET WITH POWERFUL ANTIOXIDANT APPEAL

Fairfield, CT, March 2011 –The Bigelow Tea Company is on a mission: to infuse fresh interest in the tea aisle with unique blends that deliver both the pleasures and the health benefits of tea. The Bigelow family is continuously at work crafting exciting new flavors that intrigue consumers while satisfying the marketplace demand for quality innovation. Now Bigelow brings three new varieties to market, two of which will have special appeal to consumers who want to limit their caffeine intake and combine the delicious taste and benefits from of today’s most popular superfruits. The new introductions are:

❖ ***Bigelow Black Tea with Pomegranate***

- a rich, satisfying black tea with the naturally luscious fruit flavor of pomegranate



❖ ***Bigelow Decaffeinated Green Tea with Pomegranate***

- a delicate, decaffeinated green tea gently infused with the naturally sweet flavor of pomegranate



❖ *Bigelow Decaffeinated Green Tea with Wild Blueberry & Acai*

- a delicate, decaffeinated green tea with a lively berry twist



Pomegranate continues to trend as the leading superfruit. With the introduction of Pomegranate Black Tea and Decaffeinated Green Tea Pomegranate to its wildly successful Pomegranate tea line up, Bigelow now has a Pomegranate entry in every specialty tea category: Flavored Black, Green, Decaffeinated, Caffeine-free Herbal and Iced.

Black Tea with Pomegranate • Green Tea with Pomegranate • Decaffeinated Green Tea with Pomegranate
Pomegranate Pizzazz • Herb Plus Pomegranate Blueberry • Iced Green Tea with Pomegranate

The tantalizing flavor combination of Wild Blueberry and tropical Acai berries added to Bigelow's naturally-decaffeinated green tea will be another runaway favorite.

“We are thrilled to add three new winners to our portfolio of over a hundred tea varieties,” says company president, Cindi Bigelow, “two of which will have special appeal to consumers who want to reduce their caffeine intake. Our newest introductions once again demonstrate the unsurpassed skill of Bigelow's master blenders in creating teas with exquisite, natural fruit flavors. With three of today's most popular superfruit flavors as ingredients, we know these new blends will create fresh excitement in the marketplace.”

By offering a rich spectrum of Flavored, Traditional, Green, Organic, Herbal and Decaffeinated teas and Iced teas, Bigelow meets the wide-ranging interests of its loyal customer base, and extends brand appeal to new users.

Health Benefits

It is widely accepted in the medical and nutrition communities that all teas, both green and black, have health benefits deriving from polyphenols, the powerful antioxidants found in tea that help control free radicals (the unstable compounds that destroy cells).

Research has shown polyphenols have many health benefits including fighting the effects of aging, and reducing the risk for some cancers, high cholesterol and high blood pressure. Polyphenols can bolster the immune system to better resist flu, other virus' and bacteria, strengthen capillaries and prevent infection. New research studies are continually being conducted in order to better understand how tea polyphenols work to support good health and possibly to prevent and treat many health conditions.

Whether consumers are drinking tea for health benefits, flavor or enjoyment, Bigelow has the market covered. Their superb teas are known for quality and freshness, providing maximum flavor and healthful properties in every cup.

About Bigelow Tea Company

100 % family owned Fairfield, Conn.-based Bigelow Tea pioneered the specialty tea

category 65 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 100 varieties of Flavored, Traditional, Green, Organic, Herbal, Decaffeinated teas and Iced teas – including flagship specialty tea flavor, “Constant Comment®”, an all-time American favorite.

In 2003, the company purchased and restored the Charleston Tea Plantation. Based on Wadmalaw Island just south of Charleston, South Carolina, the only commercial 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 tens of thousands of tea lovers and tourists from around the world who visit annually 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 at grocery, supercenters, mass merchandisers and health stores. Every variety can be found on the company website, (bigelowtea.com), along with an appealing selection of recipes, tea chests, tea accessories and other gift items. Tea lovers and enthusiasts will also enjoy sharing interesting and entertaining related stories and facts by visiting the Bigelow Tea Blog (bigelowteablog.com), Facebook (facebook.com/bigelowtea) and Twitter (twitter.com/bigelowtea).

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