For immediate release: *New Product Announcement!*

**Bigelow Adds Top-Trending Turmeric & Matcha to New Teas**
*Healthy Never Tasted So Good!*

**August 21, 2018 Fairfield, CT** – Cousin to ginger root, Turmeric, the beneficial cooking ingredient long valued for its magnificent color, anti-inflammatory properties and ability to aid digestion, was a relative late-comer to the U.S. market. Today it holds a prominent place in many of our kitchens, adding flavor complexity and goodness to soups and other savory recipes.

Now, thanks to Bigelow family tea blenders, including Turmeric in our diets is as easy as brewing up a delicious cup of tea.

With all of us looking for convenient ways to nurture our bodies in ways that make us more resilient to the stresses of today’s demanding lifestyles, and with digestive health being one of the top functional benefits driving growth in the marketplace, Bigelow Tea is excited to announce two new delectable creations have been added to its 2018 tea line up.

**NEW! Bigelow Matcha Green Tea with Turmeric**  
Unique, earthy blend of matcha, green tea and turmeric with a peppery finish

**NEW! Bigelow Ginger Peach Turmeric Herbal Tea**  
Invigorating blend of ginger and peach with a spicy kick

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The company’s earlier 2018 product launches included:

**Bigelow Green Tea with Ginger Plus Probiotics**
Probiotics in a blend of delicate green tea, hint of ginger and sweet spices

**Bigelow Lavender Chamomile Plus Probiotics Herbal Tea**
Probiotics with relaxing lavender, soothing Chamomile and subtle notes of honey

“While all tea is inherently healthy, with today’s growing awareness for mindful eating and the need to live as healthy a lifestyle as we can, we created these beautiful and flavorful products to support our bodies naturally, in gentle ways with ingredients you know and trust,” says Cindi Bigelow. “Like all Bigelow teas, they are made with exceptional care by Bigelow family tea blenders right here in the USA. Just one sip and I believe you’ll want to make our new teas part of an everyday routine that helps you define the life you want to live!”

Family-owned Bigelow Tea, known for bringing quality teas to market since 1945, holds the #1 place in the specialty tea category and continues to lead the industry with fresh, creative and flavorful tea innovations.

The new teas are in stores nationwide and are available online at bigelowtea.com. Packaged in 18-count boxes, the average suggested SRP is $3.19.

**About Bigelow Tea Company, a Benefit Corporation**
Based in Fairfield, CT and 100% family owned, the Bigelow Tea Company pioneered the specialty tea category over 70 years ago. The three-generational company takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America’s leading specialty tea company. Producing 2 billion tea bags annually, the Bigelow Tea line includes more than 130 varieties of Flavored, Traditional, Green, Organic, Herbal, Decaffeinated and Wellness teas – including its flagship specialty tea flavor, “Constant Comment”®, an all-time American favorite.

Bigelow Tea products are available online and in grocery and natural stores nationwide. Tea lovers and enthusiasts can also enjoy sharing their photos and stories at #TeaProudly and get tea facts by visiting the Bigelow Tea website, Bigelow Tea Blog, Facebook, Twitter, Pinterest, Instagram and TeaProudly.com.

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