



## PRESS RELEASE AUGUST 2006

### Explore a world of tea with cha dao™ 'the art of tea with Style'

Launching at Emsworth Food Festival 8–10 September 2006, the largest UK festival of its kind, cha dao™ loose leaf teas can be instantly recognised by their quality; whole berries, miniature rosebuds and even **gummy bears** are to be found amongst the leaves; your choice of tea providing a beauty and vibrancy all of its own before it even reaches your cup.

Green, Black, White and Rooibos teas are amongst the many varieties and innumerable blend options; cha dao fruit teas can even be **eaten with cereal or yoghurt** to create a breakfast extraordinaire or used in cooking for a modern twist.

"Many people will never have tried loose leaf tea before - perhaps they've been confused by the myriad of varieties and flavours on offer, all of which can be explained to them on the stand, but even those who are regular drinkers will find something different at cha dao" says Juliette Green, MD of Style Tea Ltd.

She adds "The specially selected aromatic blends provide subtle, clean, crisp flavours, making cha dao loose leaf tea an unforgettable experience - enlighten your senses and stimulate your mind by sampling the plethora of teas available at the event; not forgetting to take some home to try."

To honour the occasion, and as a teaser to the rest of the range, cha dao will be promoting their '**Festival Tea**' and encouraging visitors to enjoy their own 'taste experience'. Festival Tea will also be available from the four **official merchandise** stands around the Food Festival event.

There are also two blends especially for children: Little Princess and Winnie the Pooh Tea - available both on the stand and through the **Kids Kitchen Academy** sessions run by Chef Jethro Carr.

Cha dao will also be operating '**choose three teas**' at the event where customers can choose three packets of tea for the special show price of just £5, including a free pack of infusion bags.

And don't miss the cha dao blooming Strawberry Silver flowers which open up in the cup into a delicate Jasmine scented blooming flower tea; a complete indulgence and a uniquely stunning gift.

Whether your choice of tea is white, black, green, honeybush or Oolong, relax and watch as the leaves unfurl, infusing their flavours and fragrances as you brew, then sip your tea, just the way it's meant to be - quite simply 'the art of tea with Style'

savour the moment...

If you can't make it to the show purchase online: [www.chadao.co.uk](http://www.chadao.co.uk)

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