

# R. C. BIGELOW, Inc.

Family owned since 1945

FOR IMMEDIATE RELEASE

## INTRODUCING BIGELOW® HERB PLUS TEAS

With Powerful Healthy Ingredients in Every Delicious Cup!

Fairfield, CT, September 2009 – Bigelow® Tea is introducing an exciting line of innovative herbal teas to the market. These products are formulated with healthy herbs and nutrients such as Probiotics, Omega 3, and vitamins. Bigelow has created a truly unique, flavorful line of teas that now add additional health benefits to each cup. The introduction of these teas combines the delicious taste experience that Bigelow is known for “plus” revolutionary nutritional benefits for hot beverage products.

The new line of four delicious and unique flavors include *Pomegranate Blueberry Herb Plus*, *Cranberry & Ginseng Herb Plus*, *Wild Blueberry Acai Herb Plus* and *Lemon Ginger Herb Plus*.



“We created this new product line to be naturally flavorful and delicious, while providing important health benefits,” says Cindi Bigelow, President of Bigelow Tea. “Our research and development team was brilliant in selecting ingredients that are rich in flavor and nutritional properties. We know there has been much recent interest in the health benefits of green and black teas, but we felt it important to also include the awareness about the value of herbal teas. Herbal teas have been used for

centuries to help improve overall health. To make them ever more powerful and to appeal to a more health conscious consumer, we’ve included additional important nutrients to our new *Herb Plus* line.”

*Lemon Ginger Herb Plus* aids the digestion with a soothing and enjoyable combination of lemon and ginger. The blend is fortified with the Probiotic GanedenBC<sup>30</sup>® to help support a healthy digestive system. Probiotics are live, beneficial microorganisms that are important in maintaining a balance of healthy vs. harmful bacteria in the digestive tract. In its search for the ideal Probiotic, Bigelow chose GanedenBC<sup>30</sup> (pronounced “Gone Eiden, B-C-30”) because unlike traditional probiotics, GanedenBC<sup>30</sup> is able to withstand the heat needed to brew tea and survive harsh stomach acids to reach the intestines – the goal for any Probiotic. With its blended flavors of lemon and ginger, both known for their digestive properties, we’ve added lemon grass, lemon verbena, lemon peel, rosehips and a hint of cinnamon to make Lemon Ginger Herb Plus tea a simple, delicious way to enjoy better digestive health.

*Pomegranate Blueberry Herb Plus* supports heart health. It is a delectable way to get a dose of heart healthy Omega 3 DHA and the antioxidant benefits of Vitamin C. Bigelow’s talented development staff added these nutrients to a berry rich blend of blueberry, pomegranate and sweet blackberry leaves, combined with Rooibos, wolfberry (Goji) leaves and hibiscus.

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*Cranberry & Ginseng Herb Plus* supports a healthy memory with a tantalizing, tangy blend of herbs that combines Choline and a combination of B Vitamins. Choline is important in brain development and is a required nutrient in infant formulas in the U.S. Choline also has a synergistic effect when added to B Vitamins. Cranberry has wonderful antioxidant properties and ginseng is an age-old herb which is believed to help to reduce stress, improve memory and help support better physical performance.

*Wild Blueberry Acai Herb Plus* is a delicious, healthy drink filled with nutrients that can help the immune system. Vitamins A and C add antioxidant value to a hearty blend of wild blueberry, hibiscus, rosehips and grape seed extract. With a subtle cinnamon note added to the flavor profile, this tea is as refreshing as it is good for you.

These products are considered food under FDA guidelines. They are not dietary supplements. While they contain important nutrients and support a healthy lifestyle, they are not designed to treat, cure or prevent any disease. This line of Herb Plus teas is completely caffeine free, with low or no caloric content.

Now, consumers have four more reasons to enjoy Bigelow Tea!

## About Bigelow Tea Company

The 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®".

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 stores, super centers, mass merchandisers and health stores. Every variety can be found on the company website, ([www.bigelowtea.com](http://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>).

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