

FOR IMMEDIATE RELEASE:

Choice Organic Teas Introduces Fair Trade Certified Rooibos

Seattle, WA May 2005 – Choice Organic Teas, a brand of Granum, Inc., is proud to announce that all of their Rooibos offerings will be certified organic and Fair Trade Certified™ as of August 2005. For the past year, Choice Organic Teas has been working with TransFair USA to develop an avenue to bring Fair Trade Certified Rooibos to the United States. The Fair Trade certification of Rooibos is intended to empower disadvantaged farmers, enable them to set up beneficial social programs through a worker-managed trust and encourage sustainable agricultural production.

Rooibos (*Aspalathus linearis*), meaning “Red Bush,” is a flowering South African shrub that indigenous inhabitants have used for centuries to make an abundantly flavorful, caffeine-free, full-bodied tea with a sweet, earthy aroma. Choice Organic Teas offers a plain Rooibos and Rooibos with Vanilla to satisfy any discerning palate and to invite a thoroughly relaxing tea break. Choice Organic Teas organic and Fair Trade Certified Rooibos will be available in loose leaf, 16-teabag and 20-teabag boxes and will be sold at natural foods retailers, cafes, select mass-market stores around the country, university and college campuses, and other foodservice venues specializing in Fair Trade Certified products.

“We are thrilled to have worked with TransFair USA to help get additional funds going back to small Rooibos farmers. Fair Trade Certified Rooibos will make an excellent addition to our already expansive line of Fair Trade Certified teas, giving us another opportunity to give back to our producers,

enabling them to improve the quality of their own lives,” says Blake Rankin, founder and President of Granum, Inc.

TransFair USA (www.transfairusa.org) is a non-profit organization affiliated with an international certification system that verifies industry and farmer compliance with Fair Trade criteria. TransFair USA authorizes companies to display the Fair Trade Certified label on products that meet these strict international trade requirements.

Granum, Inc. introduced Choice Organic Teas in 1989 with three teas from organic Japanese tea gardens. Fifteen years later, they offer more than seventy varieties of Black, Green, Oolong, White teas, and herbal infusions available in tea bags and loose leaf. They strive to produce the highest quality, best tasting teas that appeal to a wide range of palettes and emphasize their commitment to sustainable agriculture. Choice Organic Teas became the first tea crafter in the US to Fair Trade Certify all qualifying teas. Choice Organic Teas provides exceptional tasting teas with an environmental and social conscience. Visit www.choiceorganicteas.com for more information.

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