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AN “ANTEADOTE” TO HUMDRUM ICED TEA

CLIFTON, NJ – Adagio Teas (www.adagio.com) unveils four new varieties of its exclusive bottled tea: Black, Green, Jasmine and White. Similar to the award-winning original, the new products marry the convenience of bottled tea with the sophisticated taste of its gourmet full-leaf variety. Its only ingredients are water, tea leaves and vitamin C. The results are fresh-brewed flavor and abundance of health benefits.

Anteadote is made with a progressive bottling process developed in Japan. Oxygen is extracted from each bottle, preventing oxidation – the cause of food spoilage. With oxygen gone, so is the need to laden the product with artificial additives or preservatives, common ingredients in most teas on the market today. The result is a ready-to-drink product that’s as pure as freshly brewed tea, a distinction confirmed by the US Tea Association, which awarded Anteadote First Place in a recent comparison of unsweetened teas (photo available).

Another point of distinction is the product’s ingredients. Unlike most RTD teas on the market today, Anteadote is not made from powder or liquid concentrates. It infuses fresh tea leaves with pure water. The advantages of this go beyond great taste. Recent studies show that the health benefits of tea prepared with fresh leaves are more abundant than those made from concentrate.

“An important factor behind tea’s surge in popularity is its numerous health benefits,” says Michael Cramer, Adagio’s Marketing Manager. “Anteadote is unique in that the health benefits consumers seek are real. The product’s name was selected to underscore this point. And it tastes unlike anything else on the market today. Pure gourmet tea that is undistinguished from anything freshly brewed.”

Adagio Teas was founded in 1999 with the aim of providing consumers with unmatched quality and variety of teas. It has become the most popular destination for tea online, and among the highest rated companies on BizRate and Epinions, the leading online surveys of customer satisfaction. Adagio was also singled out by Consumer Union as having the “most trustworthy” consumer practices. Its products are now available in many gourmet and health food stores.

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