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GOURMET TEA WRAPPED UP IN CONVENIENCE: LEAF TEA IN DISPOSABLE BAGS

CLIFTON, NJ – Adagio Teas (www.adagio.com), the most popular tea store online, introduces a line of gourmet teabags that combine the superior flavor of loose tea with the convenience of a disposable bag. The trade-off between quality and convenience, the dichotomy that the tea world has faced for over a century, has been resolved. Adagio makes it easy to enjoy both.

These new bags have a unique pyramid shape, providing ample room for the expansion of the large leaves that typically characterize gourmet tea. This is in sharp contrast to the typical teabag, which contains what the industry terms “dust,” the least expensive tea grade. As such, ordinary teabags yield a dark color, but little in a way of taste – a far cry from an abundance of flavor found in Adagio’s new product. The bags are packaged in boxes of 15, retailing at \$9.99.

The teabag is an American invention born of serendipity in 1904. A tea merchant, looking to save on the cost of mailing samples to clients, switched the packaging from metal to silk. Soon he was inundated with more requests for similarly packaged samples. Fortuitously, his clients mistook his cost-saving measure and steeped the tea in the silk pouches. Thus, the teabag was born.

“Our consumer culture prizes convenience above all,” says Michael Cramer, Adagio’s Marketing Manager, “so it’s not surprising that tea packaged in disposable bags would win out over loose tea. Lost along the way was the quality of content that disposable bags provide, something our new product aims to bring back. American tea drinkers are in for a surprise. They haven’t had tea this good in over a century!”

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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