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## ELECTRIC TEA MAKER, AN INDUSTRY EXCLUSIVE

CLIFTON, NJ – Adagio Teas introduces “triniTEA,” an electric tea maker that radically simplifies preparation of loose tea. For years, coffee drinkers have enjoyed the amenity of a simple device to prepare their beverage of choice. Tea lovers may now enjoy the same convenience.

This all-in-one device prepares tea with a flip of a switch. Its three-part system quickly boils water in one chamber, infuses leaves to an adjustable strength in another and filters tea into a glass carafe. A warming plate beneath the carafe keeps tea hot so it may be enjoyed for hours. The tea maker is available online at [www.adagio.com](http://www.adagio.com). The 32 oz. unit retails for \$75.

The market for gourmet tea continues to increase, fueled by improvements in distribution and growing recognition of its superior taste and health benefits. Its wider acceptance, however, is tempered by a dearth of simple infusion devices that challenge the perception that loose tea is difficult to prepare. TriniTEA, the only electric tea maker on the market today was devised to overcome these concerns.

“It’s not easy being a tea drinker in our coffee-obsessed society,” says Michael Cramer, Adagio’s Marketing Manager. “While coffee devices are affordable and easy-to-use, tea drinkers haven’t had the same luxury. They’ve been atoning for Britain’s misdeeds since the days of the Tea Party in Boston. Our new device hopefully puts an end to this stretch of penance, infusing tea preparation with a novel ingredient – convenience.”

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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