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## VARIABLE TEMPERATURE ELECTRIC KETTLE, AN INDUSTRY FIRST

CLIFTON, NJ – Adagio Teas ([www.adagio.com](http://www.adagio.com)) introduces “utiliTEA,” an electric kettle with a unique variable temperature control. Unlike other kettles on the market, which can only boil water, utiliTEA offers a gamut of temperature settings. It is ideal for the preparation of green tea, which is best prepared with “cooler than boiling” water. The 30 oz. unit retails for \$49.

Reaching the desired water temperature is as easy as turning a dial. Position it on “max” to quickly boil water for black tea. Or change the setting to prepare water best suited for the more delicate green variety. The delicacy is a product of green tea’s unique manufacturing, a process that results in both impressive health benefits and its aversion to high temperature. For optimal results, water for green tea should be heated about 30 degrees below boiling.

Studies exalting green tea’s many health benefits continue to fuel its growth. Its sales last year totaled \$133 million, an annual increase of 19 percent. Auspicious as this may appear, green tea’s acceptance is stymied by what many consider an objectionable taste.

“Most Americans prepare green tea with water that is too hot,” says Michael Cramer, Adagio’s Marketing Manager. “The resulting bitterness is viewed as proof of efficacy: tastes like medicine, so it must be working. Our variable-temperature kettle invites consumers to discover green teas anew. Not as a panacea to imbibe in spite of bitter taste, but as a beverage whose sweet and delicate taste has made it the world’s most popular drink.”

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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