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## **GOURMET TEA IN CLEAR PACKAGING, AN INDUSTRY FIRST**

**CLIFTON, NJ – Adagio Teas ([www.adagio.com](http://www.adagio.com)), the most popular tea store online, unveils a new line of gourmet teas packaged in clear-top tins. It's an industry first with important implications for consumers: they may now see the quality and variety of tea prior to purchase.**

Tea packaging is made opaque for a reason: tea is susceptible to light. Most damage is caused by prolonged exposure to ultraviolet (UV) rays, which degrade leaves' color and taste. Adagio's clear packaging was designed to block UV rays, making it the first product to offer consumers a visual presentation of content. The new line includes a variety of teas, including Jasmine and Darjeeling, priced from \$9.49 to \$39.99 for a five ounce tin.

Gourmet tea is a rapidly growing market, with many varieties of black, green and white teas competing for consumer attention. Many boast unfamiliar names like "Ti Kuan Yin" and "Wuyi Oolong." Consumers are further discouraged by the bewildering disparity in product quality. Lacking the means of seeing the leaves prior to purchase, buying tea is akin to a game of chance.

"The tea isle today is a gamut of unfamiliar choices," says Michael Cramer, Adagio's Marketing Manager, "yet, there are few objective criteria to help consumers in their selection. Our clear-top tins were designed to eliminate this guesswork. If a picture is worth a thousand words, then seeing the product will surely help people make better purchase decisions."

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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