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## DISPLAY TEAS ARE A FEAST FOR EYE AND PALATE

CLIFTON, NJ – Adagio Teas ([www.adagio.com](http://www.adagio.com)) introduces a line of display teas that appeal to the eye as much as the palate. Each serving is a cluster of leaves that unfold in water, revealing a delicate flower hidden within. The splendor of the flower “blooming” in the cup enhances the wondrous taste of tea leaves gathered at the peak of freshness.

Display teas are hand-made by the artisans in eastern China from tea leaves gathered in early Spring. The leaves are young and delicate, preventing them from turning bitter as display teas linger in the cup. They are individually packaged for convenience and are available in two varieties: Red Bloom and Jasmine Green. A box of ten retails for \$10.

Gourmet tea sales in the United States continue to grow at double-digit rates, gaining wider acceptance in both the specialty and mass retail. The quality of tea in restaurants and coffee houses has also improved dramatically. A knowledgeable selection of tea now compliments a fine meal much like a well-chosen bottle of wine. Adagio’s display teas are uniquely suited for this role, transforming the soothing enjoyment of tea into a feast for all senses.

“Tea has historically been viewed as coffee’s poorer cousin,” says Michael Cramer, Adagio’s Marketing Manager. “However, wine may be a more suitable point of comparison. Similar to wine, tea offers a rich mosaic of colors and flavors, reflecting a multitude of growing regions and shades of soil, a phenomenon enologists call terroir. The common practice to serve display tea in wine glasses makes the comparison with wine all the more salient.”

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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