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INGENIOUS TEAPOT RADICALLY SIMPLIFIES PREPARATION OF TEA

CLIFTON, NJ – Adagio Teas (www.adagio.com), the most popular tea store online, introduces “ingenuiTEA,” an exclusive product that radically simplifies the brewing of gourmet tea. Designed for consumers who recognize loose tea’s superior flavor and health benefits, the new teapot eliminates many of the complexities associated with its preparation.

The new teapot boils the brewing process down to an art form of simplicity. Its unique feature is an ingenious filtering system that is activated once the teapot is placed atop a cup. A valve on the bottom opens, releasing tea that’s free of sediment, while a mesh filter retains all the leaves. A demonstration is available online at www.adagio.com. The 16 oz. teapot retails for \$19.99.

While Americans have now embraced the pleasures of gourmet coffee, an appreciation for fine tea has been slower to take hold. Out of the \$5 billion of tea sold in this country last year, only \$165 million may be classified as gourmet. Lack of progress in easing the preparation of loose tea may have attenuated the appeal of its exceeding taste and health benefits. Adagio’s unique teapot was designed to correct this.

“The superior flavor of gourmet tea is easy to demonstrate,” says Michael Cramer, Adagio’s marketing manager. “A more difficult objective is getting consumers to follow their taste buds. The common teabag, convenient and insipid, continues to reign supreme. Our new teapot aims to narrow this gap. Happily, it appears to be working. A quick demonstration of its ingenious design usually disarms consumers of the notion that gourmet tea is difficult to prepare.”

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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