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Seattle's Cha Dao Tea Company wows world tea judges

Cha Dao Delivers its Unique "True Taste of Tea™" to the 2006 World Tea Expo

Seattle, WA, April 4, 2006: After launching in their test market of Seattle, WA on February 1st, 2006, The Cha Dao Tea Company (pronounced Chah Dow) is receiving big notice and rapidly expanding their production and distribution. In the last week of March, Cha Dao brought their ready-to-drink bottled teas to the World Tea Expo in Las Vegas, NV. There, more than 200 exhibitors from 30 countries presented to over 4,122 attendees.

At the Expo's international "Iced Tea Shake-Off 2006" competition, Cha Dao's popular Jasmine Green Tea with Lemon brought home second place in the Ready to Drink: Best Sweetened category presented by the Expo and the Tea Association of the U.S.A. The aromatic green tea is infused with night-blooming Jasmine flowers then lightly touched with all-natural lemon and organic cane sugar.

Cha Dao also submitted its Japanese Green Sencha to the unsweetened category. Called the "Shogūn of Teas", Cha Dao's unsweetened, super anti-oxidant Sencha comes from the Shizuoka Prefecture and has 328 mg of tea catechins in each bottle with a fresh, clean taste unlike any other green tea on the market.

On average, Cha Dao's Jasmine, Oolong and Sencha varieties have up to double the anti-oxidants when compared to other major labels on the market. While at the Expo, Cha Dao was frequently asked: "How do you get all those flavonoids?" Company founder Ghim Chua's answer is elegantly simple, "We just brew more tea into every bottle." It's the quality of the process that ranks Cha Dao as a gourmet beverage. Ghim brews using traditional, small-batches in low temperatures and then carefully selects the highest grades of whole-leaf teas. "Most Americans grew up drinking bags of fannings," he says, the bitter bits of broken leaves and twigs from the bottom tea bins, "Once they taste Cha Dao, people are pleasantly surprised to discover The True Taste of Tea™."

The words “Cha Dao” mean the “Way of Tea” in Chinese, and inspired Ghim to adopt the sign of the leaf and cup. The symbol is in homage to the legendary Chinese Emperor Shen Nung (28th century BC) who is credited with discovering the world’s most consumed beverage.

Ghim is known for personally tasting each and every batch Cha Dao brews and holding his drinks up to the high standards he enjoyed when drinking tea with his family in Singapore. After coming to the U.S., Ghim was disappointed by most tea beverages which claimed to have both the flavor and health benefits of tea but, were poorly brewed with tiny amounts of low-quality leaves and then masked with sugary fruit punches.

At the Expo, Cha Dao also introduced their gently sweetened Herbal Chrysanthemum, as well as a smooth, High-Mountain Oolong from Taiwan. Oolong is a partially fermented tea, half-way between green and black while Chrysanthemum uses dried flowers to make a caffeine free beverage. Many Chinese drink Chrysanthemum instead of coffee as they believe it balances the body and improves health.

Over 50 billion servings of tea are being drunk in the U.S. alone and tea is listed as an ingredient in over 269 new beverages. The \$6.8 billion dollar industry is expected to expand to \$10 billion by 2010. Bottled – (RTD) “Ready-to-drink” teas such as Cha Dao, are growing the most quickly. In the last fifteen years, the RTD market has grown ten fold and currently accounts for 80% of tea consumed in the US. The tea plant (*camellia sinensis*) contains over 500 chemical compounds and has been cultivated for thousands of years. While all tea comes from the *camellia sinensis* (herbals teas being called tisanes), it is the process of oxidation brings about the differentiation between white, green, oolong, and black tea.

Tea is being researched world-wide by government agencies, universities and private companies for the role its anti-oxidant flavonoids play in: fighting cancer, lowering cholesterol, reducing the risk of kidney stones and boosting the immune system.

The Cha Dao Tea Company is proud of its performance at the World Tea Expo and excited to begin expanding its distribution into tea houses, cafés, delis and grocers across the U.S. and abroad. Product images, photographs of the team at the Expo, interviews and additional press materials available upon request. Also, see our mention in the April 4th issue of *The Gourmet Retailer*.



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About The Cha Dao Tea Company: Based in Seattle, Washington, Cha Dao is committed to delivering the True Taste of Tea™ with premium, all-natural bottled teas that are fresh, healthy and delicious. For more about The Cha Dao Tea Company, please visit us at www.chadaotea.com.