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Cha Dao Is the True Way of Tea

Fresh Bottled and Brewed, the Way Tea Ought to Be

Seattle, WA, May 8, 2006: There's a new challenger in the \$3.5 billion ready-to-drink bottled tea market. The Cha Dao Tea Company has created the first *fresh* bottled tea and, in the process, put the rest of the industry on notice.

"There's no better way to enjoy tea," says founder Ghim Sim Chua. "We are the only fresh tea out there."

Working from his north-Seattle home, Ghim and his small but feisty staff are already making a name for themselves in a crowded industry. Their secret—using recipes handed down from his mother in Singapore, Ghim brews his tea with strict supervision and only the finest ingredients. And it's got the market's attention.

Cha Dao (pronounced cha dow and meaning the Way of Tea) sold its first bottle just last February. In March, judges at the 2006 World Tea Expo awarded Cha Dao's *Jasmine Tea with Lemon* second place in the Best Sweetened Iced category. The next two months saw 20 new retailers jump on board and Cha Dao is launching into nationwide distribution. Cha Dao is revolutionizing the industry and creating a whole new generation of tea drinkers.

Cha Dao is fundamentally different from all other bottled teas on the market. Because it's brewed and bottled fresh, Cha Dao is kept cold and pulls its bottles after 90 days. Their flavors are free of all preservatives and artificial sweeteners, and boast 240% more flavonoids per bottle than other leading brands. Research indicates flavonoids play a major role in fighting cancer, lowering cholesterol, reducing the risk of kidney stones and boosting the immune system.

"Cha Dao addresses many of the problems in our ailing populations," says Ghim. "Our tea appeals to a healthy, intelligent and informed lifestyle."

Cha Dao's incredible taste and quality does not come easily. Ghim selects the tea himself and buys from only the most-reputable farmers in China, Japan and Taiwan. From there, a unique "cold brew" process brings the flavor out slowly and evokes just the right amount of tannins.

"Most Americans have grown up drinking bags of fannings (bitter bits of broken leaves and twigs from the bottom of tea bins)," Ghim says. "However, once they taste Cha Dao's whole-leaf teas, people are pleasantly surprised and discover the True Taste of Tea™."

Look for Cha Dao in the May 15th, 2006 issue of *Time Magazine* on the "Your Time" page, written by Jeremy Caplan.

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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.