

PRESS RELEASE

Contact:

Jan McGuire, Director of Marketing

Hale Tea Company

(912) 727 - 3996

jan@haletea.com

GEORGIA-BASED GOURMET TEA COMPANY SHARES SECRETS TO SUCCESS

*Growth Of Family-Operated Hale Tea Company Credited To
Southern Traditions & Trends—From South Africa To America's South*

SAVANNAH, Ga.—Along Georgia's Colonial Coast, minutes from Savannah in the bedroom community of Richmond Hill, Ga., new concepts for the tea business are brewing in the home of Lisa Brown. The South African native is the owner of Hale Tea Company, one of the only wholesale gourmet tea companies in the Southeast and one of the fastest-growing, home-based tea businesses in the United States.

Brown credits much of Hale Tea Company's success to her passion for tea that started as a young child in Johannesburg. "Drinking tea is a family tradition. My grandmother served it to my mother when she was a child, and my mother served it to me," Brown said.

Today, Brown's parents, Richard and Thelma Considine, are full-time employees of Hale Tea Company and together have found a formula for success. "Being a family business, we are all so loyal and we've got the best interest of our clients at heart," Thelma said.

The company's growth has also stemmed from the rising interest in health and wellness—and how the various varieties of leaves and blends can contribute to an individual's wellbeing. "Iced Tea has long been a Southern staple, and while it remains popular, we are now seeing a trend: a desire for other varieties of tea such as green, oolong, white and rooibos," Brown said. "Growing up in South Africa, we drank rooibos hot. Discovering that many blends of rooibos are wonderful as iced teas was very exciting. This red bush is found exclusively in South Africa and it is naturally caffeine free and high in antioxidants."

Brown continued, "All of our teas are allergen and gluten free, and contain only natural/organic ingredients." In addition, special blends of Hale Tea contain "super fruits" such as acai, a South American berry believed to have strong antioxidant properties.

The enthusiasm toward gourmet teas has allowed Hale Tea Company to now offer more than 50 different "loose leaf" varieties from around the world with options for custom blending and custom labeling. Tea rooms, restaurants, hotels and others are increasingly requesting Hale Teas in bulk; while gift shops, health stores and spas are now carrying Hale Tea's loose leaves in pouches or in the new 30-plus cup tin—as well as fun, novelty items such as note cards containing single tea bag.

In September 2008, Hale Tea Company launched a new website, www.HaleTea.com, which showcases its growing inventory of tea and tea-related products, as well as providing educational resources.

ABOUT THE COMPANY: Tracing its roots back to 19th Century London and a humble tea shop, Hale Tea Company is a family owned and operated business based out of Richmond Hill, Ga. Hale Tea Company is committed to the well being and sustainability of both the tea plantations and Mother Earth, and is devoted to quality by sourcing only the finest offerings from around the globe.

EDITORS: For more information, images and to arrange an interview with Lisa Brown, email jan@haletea.com.

