



*Celebrating people, planet and pure tea*

IMMEDIATE RELEASE

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### **Numi Organic Tea Announces Premium Matcha:** *Elevates Green Tea Category with Two New Products*

Oakland, Calif. (June 20, 2016) – [Numi Organic Tea](http://www.numitea.com), a leading premium organic, certified tea brand, is excited to announce its new line of **Premium Matcha** green teas. Crafted from authentic stone ground ceremonial grade matcha sourced directly from a multi-generational Japanese family farm, Numi's Premium Matcha is offered in two flavors: **Ceremonial Matcha** and **Citrus Matcha**.

Matcha tea has grown dramatically in popularity over the past several years with 21% of American consumers stating they currently have matcha in their home. (Sage Group, 2015)

"Since Numi's green tea assortment performs so well, expanding into matcha made perfect sense for us," stated Ahmed Rahim, CEO and Co-Founder of Numi Organic Tea. "We're excited that our strong grower relationships allow us to offer a truly high quality, organic matcha that consumers will appreciate."

Numi Premium Matcha is organic, non-GMO, Kosher and Halal Certified and made with 100% real ingredients – never any sweeteners, flavorings or perfumes. While matcha powder is traditionally enjoyed whisked into hot water using a bowl rather than a mug, it is also delicious in lattes and smoothies or iced.



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- **Ceremonial Matcha** contains only the highest quality matcha
- **Citrus Matcha** contains matcha, lemongrass, orange peel, cardamom, dried lime & lemon myrtle

Numi Premium Matcha retails for \$19.99 (1.06 oz box) and includes a 30 gram re-sealable foil pouch containing approximately 12 servings. Illustrated instructions are on the box for at home preparation.

Numi Premium Matcha is sourced from Shizuoka, Japan, where it is grown from the Samidori breed of tea plant for a full, vibrant flavor. In cultivating ceremonial grade matcha, the leaves are covered for several weeks before harvesting, increasing the quantity of chlorophyll in the leaves, contributing to its bright green color. Stems and veins are removed prior to drying and stone grinding into powder. Considered an anti-oxidant powerhouse, matcha is often consumed for its potential health benefits.

Numi Premium Matcha will be available for purchase on Numitea.com and Amazon.com in September and at various retail locations across the country in October 2016.

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#### **NUMI ORGANIC TEA**

Founded in 1999 by brother and sister team Ahmed Rahim (the alchemist) and Reem Rahim (the artist), Numi Organic Tea is a purveyor of premium quality organic, non-GMO and fair trade certified teas and teasans. Numi blends its organic leaf teas with only real herbs, fruits, flowers and spices—not unnecessary “natural” flavorings or perfumes. Numi products are packaged in recycled-content containers and non-GMO biodegradable bags and are available in retail outlets in more than 30 countries worldwide, including the U.S., Canada, the UK, Denmark, the Netherlands and online at [www.NumiTea.com](http://www.NumiTea.com). An award-winning social enterprise and founding B-Corporation member, Numi supports community development projects worldwide. To learn more, visit [NumiTea.com](http://NumiTea.com) and follow Numi at [Instagram.com/NumiOrganicTea](https://www.instagram.com/NumiOrganicTea), [Facebook.com/NumiTea](https://www.facebook.com/NumiTea), [Twitter.com/NumiTea](https://www.twitter.com/NumiTea) and [Pinterest.com/NumiTea](https://www.pinterest.com/NumiTea).