



NEWS RELEASE

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**Visit Booth #4090 at the
Natural Products Expo West!**

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Tzu Thé Makes their Natural Products Expo Debut!

Check out Booth #4090 at this year's Natural Expo West to find Tzu Thé's 100% Natural Green Tea Nutrition bars, EGCG Rich Green Tea and Innovative Accessories.

(Atlanta, GA)- The natural products market is enormous, and will only continue to get bigger. According to the Nutrition Business Journal, natural product sales topped \$68 billion in 2004, which is an increase of 8% from the previous year¹. Consumers are becoming more and more interested in the benefits of natural and organic products. One company that is sure to make its mark in this ever-growing market is **Tzu Thé**. With their science-based green tea products, **Tzu Thé** offers new, all-natural and convenient green tea, green tea foods, and unique tea accessories. Come by booth **#4090 at this year's Natural Expo West in Anaheim**, and see how this company is making it easier than ever to make the switch to a "natural" lifestyle.

Perhaps the most popular and impressive of **Tzu Thé's** products is their innovative **T-Bar™**.



It was created to combine all of the health benefits of green tea with the convenience of food bars. The **T-Bar™** is an all-natural, whole grain, green tea nutrition bar that has been cold processed, promoting optimum enzyme activity. These vegan-friendly bars contain antioxidants from EGCG rich green tea leaves and brewer's yeast that is generated from Japan's Sapporo beer distillery. They are rich in protein, Vitamin B, Zinc, selenium, chromium, and a total of 14 minerals and 9 essential amino acids. **T-Bars™** are made with a natural sweetener containing **Konnyaku**² that is extremely low in calories, high in dietary fiber, low-fat, and rich in minerals. These bars are the perfect snack, but can also double as a quick meal replacement for consumers on the go since they are rich in fiber and low in fat. Simply put, they are your cup of tea in a nutrition bar.

¹ Nutrition Business Journal 2004

² Konnyaku is a Japanese tuber similar to the potato that has been an important part of the Japanese diet for over 2,000 years. When combined with foods, it reduces the speed of sugar intake which prevents rapid jumps in blood sugar level.



Tzu Thé was the first green tea company to offer the single-serving T-POD™ filled with premium loose, dry green tea leaves that are pesticide-free and packed full of EGCG³. These convenient individual tea pods make drinking green tea easy for consumers' on-the-go. For even more convenience, **Tzu Thé** has introduced a line of accessories. The first is the T-Buddy™, a “Two Headed” portable tea bottle with a built in infuser that doubles as a tea mug and a tea pot for hot or cold beverages on the go. The second is T-2GO™, a steeping device that snaps on to standard 12oz and 16oz hot paper cups.



With the growing consumer interest in a healthy lifestyle and the increasing popularity of green tea, stores can now offer unique green tea food and beverages to meet the demand. Stop by booth **#4090 at the Natural Products Expo West in Anaheim**, and see for yourself how **Tzu Thé** is changing the way we think about green tea.

For more questions, please feel free to contact Cristina Romeo at 805-565-4122, or via email at Cromeo@christiecomm.com.

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³ The most potent form of antioxidant, providing health benefits that **may** help to reduce risks of cancer and tumors, lower cholesterol, help with digesting excess fat, and even protect against the common cold virus.