



## NEWS RELEASE

*For Immediate Release*

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### **Your Cup of Tea in a Nutrition Bar?**

*Tzu Thé introduces all the benefits of their green tea in a whole grain, nutritious food bar*

(Atlanta, GA)- Tea consumption is on the rise. A beverage once considered a drink for only the elites, hot tea, specifically green tea, is now considered the second-most popular beverage worldwide, falling only behind water<sup>1</sup>. It is clear that the flavor and health benefits of drinking green tea are making an impression on the consumer. Asian cultures have long known the beneficial effects of drinking green tea and have been experimenting various ways for it to be enjoyed. Taking into consideration the \$3 billion dollar food bar industry, **Tzu Thé**, a new green tea company, has introduced the **T-Bar™**, providing consumers with all of the benefits of green tea in a delicious nutrition bar. With the consumer in mind, the **T-bar™** was created by combining their 100% Pesticide-Free Full-Leaf Green Tea leaves with other wholesome ingredients into a healthy snack on-the-go.

The delicious **T-Bar™** is unlike any other food bar on the market. It is a whole food green tea nutrition bar that has been cold processed, promoting optimum enzyme activity. These vegan-friendly bars contain antioxidants from EGCG<sup>2</sup>-rich green tea leaves and brewer's yeast that is generated from Japan's Sapporo beer distillery. They contain Sprouted Whole Grain Brown Rice, and a variety of ingredients unique to the Japanese diet, including Konnyaku Fructose and Bamboo Salt. Lightly sweetened with Konnyaku Fructose, a natural sweetener made from a Japanese tuber similar to the potato, **T-Bars™** have just the right amount of sweet to make the bars complete! Bamboo Salt is a unique salt made by roasting sea salt in bamboo cylinders for purification. Soaked in water until germination, Sprouted Whole Grain Brown Rice, naturally grown in Japan, enhances the nutritional value and fiber levels of the **T-Bar™**. This ingredient also increases the levels of several important amino acids and enzymes.

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<http://www.thehurricaneonline.com/media/paper479/news/2005/09/06/Edge/Green.Teathe.Natural.Secret.To.A.Heal.thier.Life-976461.shtml?noreferrer=200603161013&sourcedomain=www.thehurricaneonline.com>

<sup>2</sup> Epigallocatechin gallate: the most abundant of the four catechins in green tea, with powerful antioxidant qualities

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Rich in protein, natural cellulose, Vitamin B, Zinc, selenium, chromium, and a total of 14 minerals and 9 essential amino acids, these bars are unlike any other food bar available. **T-Bars™** are the perfect snack, but can also double as a quick meal replacement for consumers on the go because they are high in fiber, low-fat and contain no refined sugar.

“We are extremely excited about the **T-Bar™**- it has become our #1 product. With our high quality ingredients and attractive, eye-catching packaging, the **T-Bar** is sure to continue to do well!”

- Jennifer Huang, President of **Tzu Thé Intl., Inc.**

**Tzu Thé** was founded in October 2004 and has been delivering EGCG-rich products to consumers to benefit human health, beauty, and wellness. Unlike any other tea producer, **Tzu Thé** implements rigorous quality control measures throughout the entire production process. Dr. S. T. Liao, the “Father of EGCG”, combines his passion and knowledge with **Tzu Thé** to produce a premium Green Tea with the highest and most stable EGCG levels available. Through the recent development of the **T-Bar™ Tzu Thé** has been able to expand their green tea company philosophy worldwide.

The **T-Bar™** comes in three delicious flavors Green Tea, Natural Rice, and Tropical Fruit, all of which have nutrition facts that will blow consumers away.

- **Green Tea:** Calories-108, Total Fat-0.68g, Saturated Fat-0.23g, Carbohydrates-21g, Protein-2.3g, Dietary Fiber-4.2g
- **Natural Rice:** Calories-107, Total Fat-0.7g, Saturated Fat-0.28g, Carbohydrates-23g, Protein-2.3g, Dietary Fiber-4.2g
- **Tropical Fruit:** Calories-119, Total Fat-0.73g, Saturated Fat-0.28g, Carbohydrates-19g, Protein-2.3g, Dietary Fiber-4.2g

**T-bars** sell for a retail price of \$1.99 each and can be purchased online at [www.Tzu-The.com](http://www.Tzu-The.com), and will soon be available at all of your favorite Natural and Specialty food stores. A perfect way for the on-the-go consumer to enjoy the health benefits of green tea, **T-Bars** have truly changed the way people think about consuming tea. And for those with a little extra time, the **T-Bars™** taste delicious with **Tzu Thé’s** green tea too!

**Tzu Thé** is headquartered in Atlanta, Georgia. For more information on this product please visit the **Tzu Thé** website at [www.Tzu-The.com](http://www.Tzu-The.com) or contact Cristina Romeo by phone at (805) 565-4122, or by email at [cromeo@christiecomm.com](mailto:cromeo@christiecomm.com). For wholesale or retail sales information, please contact Tom Dooley at 831-476-4576 or by email at [tdooley@tzu-the.com](mailto:tdooley@tzu-the.com)