



SPARKS, Nev. (April 1, 2023) – Davidson’s is trailblazing the tea industry with their launch of Certified Elephant Friendly™ teas, developed with the core mission to protect the lives and habitat of Asian elephants in the tea-growing regions of North-East India.

Asian elephants are an endangered species vital to their ecosystem, maintaining balance and diversity in their habitat. Despite habitat loss and fragmentation, these creatures continue to use ancient movement routes that often include passing through and around tea gardens. A combination of poor and unsafe management practices in these tea gardens puts Asian elephants at risk of injury or death from agrochemicals, razor and electrified fencing, low-hanging electrical lines, or deep and narrow drainage ditches.

To address these poor practices, Wildlife Friendly Enterprise Network (WFEN) and the University of Montana have partnered to create a set of strict standards and Elephant Friendly™ certification that require tea gardens to: protect elephants, their habitat and water sources on or near the tea gardens, stop all potentially harmful practices (as mentioned above), provide employee training on ways to address elephant movement within the tea gardens and create safe passage routes for the elephants.

Davidson’s is proud to present three of its family-owned tea gardens — Putharjhora (Dooars), Banaspaty (Assam), and Snowview (Darjeeling) — three of the first tea gardens to receive this important certification in all of India, becoming a trailblazing example to other tea gardens in the area.

Through Elephant Friendly™ certification, Davidson’s has become a proud member of the Wildlife Friendly Enterprise Network (WFEN) and hopes our pioneering effort to bring awareness to this endangered species will inspire other companies to support this important step towards the conservation of elephants and other endangered species. We support WFEN's mission of protecting wildlife and envision a world where people and wildlife coexist and thrive. We share WFEN's belief that empowered consumers, like yourself, can change the world — one cup of Certified Elephant Friendly™ tea at a time.

Davidson's is providing their customers with eight top-notch blends, all from certified elephant-friendly tea estates. Named after the elephants they protect, these Haathi (the Hindi translation of elephant) blends include:

- **Haathi Malty Assam:** A full-bodied, bold black tea with a malty finish from the famed Banaspaty Tea Estate in India.
- **Haathi Himalayan Green:** A refreshing, antioxidant-rich green tea with a light flavor profile and crisp finish.
- **Haathi Imperial White:** A delicate white tea with a subtle, floral base and sweet finish.
- **Haathi Darjeeling Lavender:** A full-bodied black tea brew layered with soothing and restorative lavender.
- **Haathi Earl Grey Tropical:** A citrus twist on a bold black tea and best-selling bergamot flavor.
- **Haathi Strawberry Rose:** A delicate white tea paired with sweet notes of strawberry and rose.
- **Haathi Vanilla Chai:** A combination of robust herbs and spices with a full-bodied black tea base.
- **Haathi Passionfruit Green:** A refreshing and tangy passion fruit tropical treat with a green tea base.

Davidson's Moringa Teas are available exclusively at davidsonstea.com.

Tea Bags: 100-count unwrapped (\$14).

Loose Leaf: 2-ounce (\$7.50), 8-ounce (\$11.75), 16-ounce (\$20).

About Davidson's Organics

Davidson's organic teas are USDA Organic Certified, as well as Fair Trade Certified, and are therefore free of pesticides, dairy, GMOs and other non-permitted ingredients. Davidson's has been committed to providing the freshest, purest teas for over forty years. Direct from family-owned tea gardens in India to their facility in Nevada, Davidson's offers a wide variety of blends and traditional teas in tea bags, loose leaf and iced tea formats. Davidson's is proud to share the benefit of drinking pure, organic teas from their own family tea gardens exclusively with the United States. Visit davidsonstea.com for more information about specialty teas, gifts and accessories.