

## BREW ICED TEAS (DAVIDSON'S CELEBRATES AMERICAN ICED TEA HISTORY)



### For Immediate Press Release 04/01/2003:

The story goes that iced tea was invented at the 1904 World's Fair in St. Louis. Richard Blechynden, a tea plantation owner, had planned to hand out samples of his hot tea. When a heat wave struck, no one was interested. To salvage his trip to the country, Blechynden served his tea over ice - to the delight of everyone who tasted it! Since then iced tea has become a uniquely American phenomenon, with over 85% of all tea consumed here as iced.

Just in time to celebrate this important 100th anniversary, Davidson's has transformed all of their iced teas to organic and completely redesigned all of their iced tea packaging. Iced tea has all of the health benefits of hot tea and Davidson's has long felt that a product so closely associated with its health benefits should be organic. Because people tend to consume larger quantities of iced tea than hot, this becomes especially important. Lemon Ginseng Green, Tropical Ice, Té de Hibiscus, Cranberry Orange, Lemon Spearmint and White Raspberry, each come in attractive gable-top boxes, containing 8-one quart tea bags.

Find Davidson's teas at fine specialty stores or restaurants nation-wide, order directly from the company's website at [www.davidsonstea.com](http://www.davidsonstea.com) or request a catalog of over 400 organic specialty teas by dialing 800-882-5888.