

## 1<sup>ST</sup> PLACE AWARD – ICED TEA TASTING



### For Immediate Press Release 04/29/2005:

Davidson's brewed organic iced tea Te dé Hibiscus won a first place prize for best herbal iced tea during the "Iced Tea Shake Off" freestyle competition at the 2005 World Tea Expo in March. The iced tea was prepared and served to an enthusiastic audience of show attendees and a panel of tea industry experts. Judges evaluated the competing teas on the basis of such qualities as appropriateness of overall taste, visual appeal, clean after taste, "chug ability," presentation of the beverage, performance of the presenter and creative use of ingredients.

Hibiscus Tea has been consumed for centuries, all over the world, and is renowned for its delicious flavor and many medicinal properties. Davidson's introduced Te dé Hibiscus in 2003. The tea, available in both loose leaf and oversized family-style brew bags, comes in a retail package of 8 quart-sized bags and various food service sizes. Known also as Agua dé Jamaica, and widely served throughout Latin America, Davidson's version has several unique characteristics:

- 100% organic ingredients, representing organic agricultural efforts in 4 continents
- 8 ounces provides the RDA of Vitamin C
- Beautiful, clear, ruby red color
- Buttery fruit-like aroma and flavor
- Delicious both iced and hot, sweetened and unsweetened

Find Davidson's Award Winning Te dé Hibiscus Iced 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.