

INTRODUCING  
**GREEN MATCHA POWDER**  
AND  
**ROOIBOS MATCHA POWDER**



**For Immediate Press Release 01/01/2013:**

SPARKS, NV: With intense popularity of its health benefits due to the concentration of the antioxidant levels, ability to boost metabolism and help reduce cholesterol levels when drunk regularly, Davidson's now offers Matcha Powders in both its traditional green tea variety as well as our herbal rooibos tea variety.

- **Davidson's Green Matcha** is Chinese green tea grounded into a fine green powder with highly concentrated anti-oxidants and yielding a non-bitter taste. Unlike regular green tea, where the leaves are removed after being brewed, Matcha Green Powder is stone grounded into fine powder (from the leaves) whisked with water and consumed entirely, hence ensuring almost 10 times higher concentration of green tea anti-oxidants, polyphenols, vitamins and minerals.
- **Davidson's Rooibos Matcha** is South African rooibos grounded into a fine red powder with highly concentrated anti-oxidants and yielding a non-bitter taste. Naturally caffeine-free, Rooibos Matcha is a rich, aromatic and flavorful herbal tea, allowing you to consume the whole leaf (grounded into a powder), and hence absorb almost 10 times more anti-oxidants and vitamins than the regular method of drinking rooibos, where the leaves are removed after brewing.

Davidson's Organic Teas is certified USDA Organic and free of pesticides, dairy, GMOs, and other non-permitted ingredients. Direct from family-owned gardens in India, through the Fair Trade-certified line to Nevada, Davidson's offers a wide variety of blends and traditional flavors in tea bags, loose leaf form, and iced tea. Davidson's is proud to share the benefit of drinking organic teas from its own tea gardens exclusively with the United States.

For more information on Davidson's Organic Teas, visit [www.davidsonstea.com](http://www.davidsonstea.com) or call 800-882-5888.