

INTRODUCING PU-ERH BLACK



For Immediate Press Release 10/28/2012:

Davidson's Pu-erh Black tea (also called vintage or aged tea) is processed through a special fermentation process from 1000-year old Yunnan Province's tea trees in China and is made available in the black (Shou) variety (also called cooked or ripened Pu-erh tea). Though both the green (Sheng) and black (Shou) varieties undergo the same withering processes, the shou variety undergoes an additional fermentation step of "cooking" (piling/heaping) and drying. Pu-erh tea can be stored for a very long time - the longer you keep it, the better it tastes, the higher its quality and medicinal benefits. Hence, the tea is stored in warm and moist cellars after forming, which allows subtle chemical processes to further mature the tea over time. Pu-erh tea is drinkable after 3 months and after 4-5 years, starts to develop its unique aged taste. This adds a highly-prized complexity, depth and smoothness to the black Pu-erh tea yielding a deep earthy and woody flavor profile, and brownish liquor. Lastly, there are various medicinal benefits of Pu-erh tea as commonly recognized in traditional Chinese medicine.

- Aids digestion and fat break down
- Supports treatment of arteriosclerosis, colds, bleeding and hepatitis
- Contains high level of Vitamin C and antioxidants, which can be rapidly assimilated by the body

Davidson's Pu-erh Black tea is available in Bulk Loose Leaf format by the pound as well as in its popular Box of 100 unwrapped tea bag format.

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 or call 800-882-5888.