



Consumer press release – YOGI TEA® Quartet 2011

YOGI TEA® SERVES UP NEW BLENDS FOR WINTER 2011

New Yogi Tea® Licorice Mint, Yogi Tea® Ginger Orange Vanilla, Yogi Tea® Pure with Lemon, and Yogi Tea® Ginger are perfect for warming the soul and combating the fierce winter weather.

Key ingredients in the new teas will be familiar to Yogi Tea's loyal drinkers. Licorice, lemon and ginger often play supporting roles in many of Yogi Tea's best-selling blends but these new formulations, guided as ever by the teachings of Ayurveda, celebrate the full-bodied flavour of these ingredients. The resulting beverages excite the senses, create harmony and support wellbeing.

Yogi Tea® Ginger

This ginger tea is ideal for those that love ginger's naturally fiery kick to the senses. The spicyness can awaken the body's inner fire and so bring soothing warmth to the mind and body.

Yogi Tea® Ginger Orange Vanilla

This lively and spicy ginger tea is refined with the addition of vanilla - the Queen of Spices, and is crowned further with a zesty splash of orange.

Yogi Tea® Licorice Mint

Combining the spicy sweetness of licorice with Yogi Tea's signature spices, this new blend is boosted by refreshing mint to create a deliciously uplifting cup.

Yogi Tea® Pure with Lemon

An Ayurvedic blend created to promote inner balance. It combines burdock, dandelion, ginger and licorice, appreciated not only for their strong-acerbic flavour or spiciness, while the fruity addition of lemon makes this brew a perfectly luscious way to start the day.

About Golden Temple Natural Products GmbH/YOGI TEA® :

Golden Temple Natural Products GmbH started in yoga & wellness. It began in 1969, when a yoga instructor passed on an old Ayurvedic spice recipe to his students, which then went on sale as YOGI TEA® in natural food shops in the 1970's. Today, the company employs more than 400 people worldwide. Around 100 employees work in Europe – including Hamburg, the centre of the European tea industry and the base of the company's European headquarters. With tea products, the company generates sales of over \$70 m worldwide. All more than 40 tea varieties in the European range are certified organic. Golden Temple and YOGI TEA® are registered and protected trademarks and brands.



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