



PRESS RELEASE

Refreshingly different

Retail campaign with refreshing YOGI TEA summer drinks at the BioFach trade fair

Hamburg/Nuremberg, February 2010 – YOGI TEA is to present a summer retail campaign to create new consumer incentives during the hot summer months with delicious recipes for ice cold stimulating mixed drinks. The campaign focuses on the four varieties Lime Mint, Ginger Hibiscus, Rooibos and Himalaya under the motto "YOGI TEA on ice. Refreshingly Cool!". During the campaign from early June to early August (calendar weeks 23 to 31), the packaging of these four varieties will include a reference to the campaign and will contain recipes for refreshing cool drinks.

In addition, YOGI TEA has developed a retail display for 64 tea packages, including a display topper with the campaign theme. There will also be a recipes leaflet and a corresponding DIN A3 poster, which can be used in a smaller format as a master copy for in-house retailer promotion. The shipping of the campaign products and POS materials on the market will begin from calendar week 15.

The recipes leaflet contains five additional mix versions including cocktail glass decoration tops for the campaign teas and the other varieties TAO Jasmine, Ginger Lemon, Classic and Licorice. As „YOGI TEA Lime Mint Breeze“ and „YOGI TEA Ginger Hibiscus Flirt“, by adding a shot of lime juice or a scoop of fruity ice cream, the cooled tea blends will be turned into the new summer tea hits. Soya milk, maple syrup or peppermint leaves also make great cocktail ingredients. This will not only increase buying incentives amongst YOGI TEA connoisseurs, but will also create them for new customers who will discover the diversity of flavours of YOGI TEA in the summer.

YOGI TEA conserves and cultivates the hundreds of years of knowledge on the beneficial effects of spices and herbs. YOGI TEA pursues Ayurvedic tradition and the teachings of the Yogis with its carefully composed tea blends. The teas stay in demand during the hot summer months as the basis for the new energising summer refreshments, and thus contribute to year-round commercial success. Further information and the full cocktail recipes can be obtained upon request from the YOGI TEA Team at info@yogitea.eu.



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 Hamburg, the centre of the European tea industry and the base of the company's European headquarters. With food products, the company generates sales of over \$130 m worldwide. All 41 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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