

New Shiitake Oolong Tea Introduced by Choice Organic Teas

Leading organic tea manufacturer adds to its popular Mushroom Wellness Teas* collection.



Seattle, Oct 2, 2018 (Issuewire.com) - Choice Organic Teas, the Original Organic Tea Company in the U.S. and the leading purveyor of exclusively organic teas, introduces Shiitake Oolong Mushroom Wellness Tea* into their Mushroom Wellness Teas* collection launched in 2017.

Functional mushrooms continue to grow in the food and beverage market while products containing shiitake mushrooms increased 189% in sales in 2017 (SPINS). Mushrooms have long been used across cultures as traditional medicine to promote health and vitality.* Modern research shows that medicinal mushrooms, which contain antioxidants, vitamins, minerals, and amino acids, can help modulate the body's immune system and contribute to overall well-being.*

Fair Trade Certified™, Non-GMO Project Verified, and always organic, Shiitake Oolong was formulated to promote a healthy metabolism and support immunity. The tea pairs shiitake mushrooms with synergistic herbs ashwagandha and eleuthero root, plus invigorating oolong and smoked black tea for an aromatic, savory taste. Shiitake encourages normal immunity and stimulates metabolism.* Eleuthero root and ashwagandha support endurance and a balanced stress response.* Oolong and lapsang souchong tea help boost your energy and provide antioxidants.* It's a rich and smoky cup with seductive

hints of umami, sure to motivate and inspire.

This addition to the popular Mushroom Wellness Teas* collection, which also includes Reishi Matcha, Shiitake Turmeric, Shiitake Mat  , and 2018 NEXTY Awards finalist Reishi Detox*, demonstrates Choice Organic Teas' continued and consistent growth in the natural channel. "With functional mushrooms topping the natural food and beverage trends for 2018, interest in mushrooms as a functional ingredient is stronger than ever, making this new blend poised to peak the interests and taste buds of tea drinkers and natural health proponents," said Anne-Marie Phillips, VP of Sales and Marketing at Choice Organic Teas.

As with the entire Wellness Teas* collection, Shiitake Oolong was specially formulated with the help of a master herbalist at Bastyr University and artfully crafted for great taste by the sourcing and blending experts at Choice Organic Teas. The teas are classified as Herbal Dietary Supplements (HDS), indicating that the product has met FDA standards for quality and testing. All the teas are certified organic by QAI for USDA Organic certification.

Shiitake Oolong is now available to purchase online at www.choiceorganict teas.com The rest of the Wellness Teas* collection, including the entire Mushroom Wellness Teas* line, are offered in retail at the price of \$5.49 and are available online and at independent natural retail stores nationwide. A portion of the proceeds from each box is given to Bastyr University's student scholarship fund.

Save the date and celebrate National Mushroom Day with our #MushroomTeaTalk Twitter Party Monday, October 15th at 3 pm PDT. We'll be introducing Shiitake Oolong, talking Mushroom Wellness Teas*, giving away prizes, and more. RSVP at <http://mushroomteatalk.rsvpify.com>.

** These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*



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