



Cérémonie  
Tea Blends & Herbal Infusions

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FOR IMMEDIATE RELEASE

# ROOIBOS, RED TEA, JOINS THE CÉRÉMONIE FAMILY

Cérémonie Tea is excited to introduce a new flavor in their family of teas. **Rooibos, also known as Red Tea, is a delicate herb with a sweet, caramel flavor. This South African classic is naturally caffeine free and delightfully refreshing.**

The addition of Rooibos has been received with much excitement, especially by our exclusive distribution partner in South Africa, *Everything Tea*.

Although it is referred to as "Red Tea", Rooibos is a herbal tisane, and not from the tea plant. It only grows in the mountainous Cederberg region 250 km North of Cape Town, South Africa. Local Khoisan tribes of South Africa had long harvested the plant's leaves, both to make a beverage but also a herbal remedy for a number of ailments.

Early Dutch settlers in the area, adopted to drinking bush tea in place of expensive black tea imported from England. Prior to the 20<sup>th</sup> century, few people outside of South Africa had ever tasted or even heard of rooibos tea. Today, this delicious drink is enjoyed across the globe.

Rooibos is rich in certain flavonoids and antioxidants that are found in Rooibos only. It contains no additives, preservatives, or caffeine. In Japan, Rooibos is referred to as "Long Life Tea". Cérémonie Tea is thrilled with this addition in their lineup, as it aims to share tea drinking culture, traditions, and flavors, from around the world with you.

## TO CONTACT CÉRÉMONIE

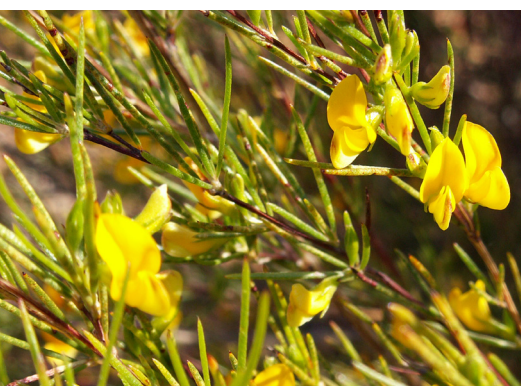
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**RED ROOIBOS**  
*South African Tea, Caffeine Free*

