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**FOR IMMEDIATE RELEASE**

## **LIFESTYLE ALERT: NAJA TEA MAKES LOOSE LEAF HIP**

**Long Beach based tea company, Naja Tea, has opened their doors to amazing fanfare and unbelievable excitement.**

LONG BEACH, CA - August 16, 2008 – Naja Tea, a hot new trend in the world of loose leaf tea, premiered last month with twelve blends that have a fashion sense more suited to a high-end clothing designer than to a hot beverage. The line includes organic and Fair Trade Certified options.

Naja Tea is sold in gourmet grocery stores, spas, and high-end boutiques throughout the country. The stylishly packaged tea is doing for whole leaf what Starbucks did for whole bean coffee - bringing it back to its roots as a quality product.

The brainchild of Long Beach based entrepreneur and longtime tea lover Naja Hayward, the company's primary goal with the line is to provide a unique experience from the first look to the last sip. The company works with importers to source the finest teas from gardens around the world. Master blenders then go to work combining ingredients that make you stop, close your eyes, and take in the intoxicating aromas. From the moment you open the beautifully designed tin and smell what's inside, to seeing the whole leaves unfurl when steeped, you know this company has taken an age-old tradition and brought it into the 21<sup>st</sup> century in a whole new way.

Naja Hayward used her background in business and marketing to create a brand that reflects the ever-changing lifestyles of today's progressive consumer. "When we were conceptualizing the design, our team really wanted to merge tea and fashion. We were going for a non-pretentious, high-end product that is sophisticated, chic and timeless." We want to be the "little black dress" of tea - a must-have for kitchens around the country."

With that in mind, Naja Hayward hired Chicago-based tin manufacturer, Planet Canit to co-design a reusable tin that combines rich, fashion forward colors with a slight retro feel. "The brand appeals to design-conscious consumers that demand exceptional quality products with a distinctive flair and we wanted to reflect that in the packaging," said Planet Canit President and CEO, Virginia Price.

Naja Hayward's mantra with Naja Tea is nothing less than to make "whole leaf hip." To accomplish this, the line is being sold in retail outlets that serve a discerning clientele with Naja Hayward and her team traveling to present the product through in-store demonstrations. One such location, Olives Gourmet Grocer, was the first to carry the line in both of its Long Beach, California locations and they've since seen an increase in their tea sales.

In addition to their retail business, Naja Tea has developed a wholesale program to offer restaurant and hotel owners an unparalleled tea service experience. This is done by using whole leaf teas instead of instant tea bags. The company is also gearing up to create a program for clothing boutiques as a way to get shoppers to linger longer. "For example, how great would it be to go shopping for a new pair of pants, and to have the shopkeeper offer you a seat and a cup of really great tea? That sale is instantly increased by simply allowing

the customer to stop for a moment and spend just a bit more time with you. It's an unorthodox way of increasing profits," says Naja Hayward.

Naja Hayward's passion started as a young girl being raised by her grandmother who drank tea every morning before the rush of each day. "I saw tea as a simple way to relieve the pressures of a hectic life," says Naja Hayward. "As I began to truly immerse myself into tea as a hobby and experienced the exceptional quality and beauty of the whole leaf, I fell in love and wanted to share my passion with the world."

The company's tagline, Live.Be.Experience, embodies their entire philosophy on the experience of drinking tea. Naja Hayward says, "It's about creating a lifestyle for yourself that balances the demands of daily life with moments of stillness, laughter, and pure bliss."

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If you would like more information about Naja Tea, please contact: [info@najatea.com](mailto:info@najatea.com) or you may call 562-673-9178.