



Exceptional Tea To Celebrate 21 Exceptional Years!

Jun 3, 2009

Dilmah are celebrating 21 exceptional years of tea in Australia. To celebrate, Merrill and Dilhan from Dilmah Tea have launched the bright and energetic Dilmah 'Exceptionals' range of teas, designed to offer a stylish and contemporary line of teas for a new generation of tea drinkers.

The Dilmah Exceptional teas and infusions offer handpicked teas and herbal infusions which are selected for their quality, fragrance and character. Gourmet Ceylon black and green teas, herbal infusions in deliciously different combinations, all are exceptional, forming together a contemporary and indulgent selection that fuse the 5,000 year history of tea and herbs with 21st century taste and style.

Dilmah Exceptionals are offered in triangular Real Leaf teabags. Importantly the generous space within each teabag allows the use of the finest leaf teas and infusions. The extra space also allows the Real Leaf Tea and Infusions to unfurl and brew properly, imparting their flavour perfectly. The bag is also free of staples, and is ultrasonically sealed to ensure that it is ecologically safe and biodegradable. Exceptional freshness is key to the enjoyment of tea and herbal infusions. Fresh Tea is richer in natural antioxidants and also richer in flavour, aroma. In order to retain flavour and all the antioxidants in tea, the Exceptional teabags are wrapped in foil. The foil wrap ensures that the teas and infusions are protected from becoming stale or absorbing moisture and losing freshness until the moment the pack is opened. Each pack contain 20 bags wrapped in foil, placed inside a recyclable inner.

Dilmah Exceptional teas and infusions offer twelve handpicked teas and herbal infusions in deliciously different combinations that together form a contemporary and indulgent selection.

The teas in the range include:

Black Tea: Maharajah Reserve Assam, Perfect Ceylon, Valley Of the Kings Ceylon Pekoe.

Green Tea: Gentle Minty Green Tea, Fragrant Jasmine Green Tea.

Black Tea with Herbs/Fruit: Arabian Mint with Honey, Lively Lime And Orange, Berry



Sensation.

Flavoured Black Tea: Peppermint & English Toffee, Elegant Earl Grey, Italian Almond Tea, Rose with French Vanilla.

www.dilmah.com.au

The Exceptionals range will be available at Coles and in Woolworths at A\$3.99 per pack.

Dilmah is an ethical tea company supporting the MJF foundation
www.mjffoundation.org

