

TEAHOUSE EXCLUSIVES – HIGHLIGHTS

TEAHOUSE EXCLUSIVES – that is exclusive indulgence for tea connoisseurs. For fine food retail, retail businesses that sell selected foods and, due to the availability of appropriate catering units, for food service as well.

The art of making tea has been a tradition in our company since 1867. Now two new lines of premium quality tea were created under the umbrella of TEAHOUSE EXCLUSIVES, combining passionate commitment and the highest quality standards of our 130-year-old family tradition. Since the beginning of December 2014, Market Grounds has expanded its wide assortment of tea by Everyday Tea, a contemporary line that includes eight different flavours, wrapped into a stylish design for any time of day and any occasion, as well as Organic Tea, a line consisting of eight certified-to-be-organic flavours in an equally elegant design. Both lines were already awarded with the iF Design Award 2015. Everyday Tea has also received the Red Dot 2015 for its unique packaging.

Everyday Tea continues the tradition of TEAHOUSE EXCLUSIVES that is based on warm affection and the tea drinking ceremony, in an innovative manner. The assortment consists of the eight refreshing flavours *Real English Breakfast*, *Grand Earl Grey*, *Traditional China Sencha*, *Berry Green*, *Fruity Rhubarb*, *Sweet Rooibos*, *Mighty Mint* and *Passionate Camomile*. These illustrious names stand for tea indulgence at any time of day and on any occasion. Each recipe was developed by us with lots of love for detail and is produced fresh in small batches. Most of the eight flavours are packed in contemporary silky tea bags in the form of small cushions of 2 grams each, which are sealed in pouches that do not only provide the best possible protection of the precious tea and its aroma but also offer information about the exact preparation and starting point of its journey. The Everyday Tea flavours are sold in a folded box containing 16 tea bags as well as in a large unit containing 80, respectively 100 tea bags.

Organic Tea is the line under the umbrella of TEAHOUSE EXCLUSIVES that does away with having to choose between a delicious flavour and the preference of organic products. That is because Organic Tea stands for organic teas that are as delicious as they are sustainable thanks to their delicious and innovative recipes as well their ecologically designed cotton tea bags. All eight flavours *Darling Darjeeling*, *Good Morning English Breakfast*, *Graceful Earl Grey*, *Fine China Sencha*, *Cozy Herbal Fruit*, *Exotic Rooibos*, *Calm Seas Mint* and *Bliss Blossom Camomile* have been certified with the Organic Seal of the European Union. The packaging design was created with great attention to detail and can be found on the printed folded boxes – that are naturally made of uncoated cardboard – as well as on the pouches. They also offer information about the preparation and origin of each tea. Of course the “centre piece” of the pouch is its filling: Most of the eight flavours offer 2 grams of premium organic tea, filled into cotton tea bags that come without any “ecological footprint”. Organic Tea is sold in folded boxes containing 16 tea bags each as well as in large units containing 80, respectively 100 tea bags.

The Everyday Tea assortment as well as the Organic Tea assortment are divided into the well-known delicious variations of Selection (pure selection), Blend (blends) and Herbal (herbal/fruit teas). Of course the owner and manager of Market Grounds, Kai Ellerbrock, feels committed to fulfil the high standards set by his ancestors for these two new lines as well. It was and is of great importance to his company to use only premium quality ingredients selected with the greatest care when it comes to the cultivation of the tea plants as well as to the top quality tea bags. And, of course, these TEAHOUSE EXCLUSIVES teas come from the best tea gardens of the world, from Darjeeling to Ceylon. From there they set out on their journey via Hamburg into the cups of gourmets, where they unfold their complex play of aromas.

According to the long tradition of tea combined with a passion for the extraordinary, TEAHOUSE EXCLUSIVES has now launched a whole new beverage segment: **TEshot Rooibos**. TEshot Rooibos combines the best of both worlds – the world of tea and coffee. It not only offers a full-bodied and decaffeinated rooibos tea with signature honey and vanilla notes and a delightful crema, it is also as quick and easy to make as an espresso. With TEshot Rooibos you will discover an innovative beverage category with the potential to boost your sales and set you apart from the competition. It's a whole new beverage experience for your guests. The unique rooibos composition is specially made for portafilters. The preparation is quick, standardised and straightforward. TEshot Rooibos is satisfying as coffee, but without the caffeine. 100% rooibos leaves from the Cederberg mountains in South Africa guarantee the unique taste, full-bodied with a natural sweetness. Because of the experience from TEAHOUSE EXCLUSIVES and a flair for selecting top-quality ingredients, TEshot Rooibos is the perfect product in terms of extraction, crema, colour and taste. And it is not only available to enjoy on its own as a decaffeinated alternative to espresso, its full-bodied and flavourful taste is just as innovative and memorable when sampled as a cappuccino or with chilled juices!

Further information and products can be found soon at the **emerging website** www.teahouse-exclusives.com or at www.market-grounds.com. Please feel free to contact us if you have any questions.

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About Market Grounds:

Company Market Grounds in Hamburg develops and markets high-quality innovative deli products for HoReCa and the retail market. The product range includes drink products as well as sweet and salty delicatessen from the top fine food regions of Europe. By offering new and exclusive products, the company is expanding its competencies and presence in the German retail business as well.

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