

# NUMI® PUERH TEA

nourish & energize

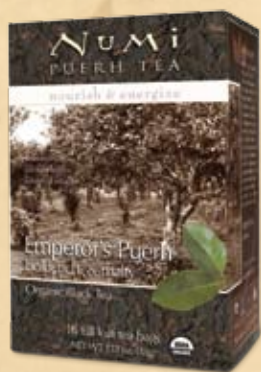
## Numi Launches Organic Puerh Tea!

Puerh is made from a variety of old wild tea trees & bushes called "broad leaf" grown in the pristine Yunnan Mountains of Southwest China. Puerh undergoes a secret process over 2000 years old of fermentation, ripening and aging for months to several years, resulting in its unique, rich, earthy flavor and healthy beneficial active microbes.

Puerh contains polyphenols, catechins, statin, and probiotics. Studies show these nutrients can aid in digestion, lowering cholesterol and breakdown of fat.\* This ancient healer is known to rejuvenate and promote life energy; referred to in Asian cultures as "Qi".

Four delicious blends in elegant packaging featuring co-founder's photography

### Emperor's Puerh



Straight Black Puerh  
*malty, rich & bold*

### Chocolate Puerh



Real chocolate, vanilla beans,  
orange peel, spices  
*velvety rich & vanilla*

### Magnolia Puerh



Magnolia scented green  
tea & Black Puerh blend  
*deep floral earthiness*

### Mint Puerh



Green Puerh & Moroccan  
Mint blend  
*fresh, vibrant & smooth*

## Puerh: The New Category & Trend in Tea!

- ◆ 1st to market with Rooibos, Honeybush & Flowering Tea, Numi launches a new line of organic Puerh Tea blends in tea bags
- ◆ Puerh adds new flavor profiles to the tea selection on grocery shelves providing consumers with a new option
- ◆ Puerh's rich and bold flavor is a great transition for coffee drinkers to a healthier alternative, tea
- ◆ Puerh is a premium gourmet tea, known to specialty tea drinkers
- ◆ Numi's Puerh is picked from ancient wild-harvested organic tea trees that are 200-500 years old



SRP: \$8.99-\$9.99

Launch date: November 15, 2008

Limited samples available mid-October

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.