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## New Product News

### **AIYA AMERICA ADDS RED ROOIBOS AND BLACK TEA TO ITS MATCHA ZEN CAFÉ BLEND COLLECTION**

*Lets Consumers Easily Create Café Inspired Drinks at Home*

**TORRANCE, CA, December 2014** – Aiya America, the world leader in harvesting and distributing premium quality tea, has expanded its popular Zen Café Blend tea with the addition of Rooibos – or Red Tea – and Black Tea varieties. These new flavors join Aiya’s original, signature Zen Café Blend Matcha flavor. The tea powders are blended with pure cane sugar, and when added directly to hot or cold milk, create a smooth, creamy, delicious and healthful latte or smoothie.

“Americans’ love affair with specialty drinks on-the-go continues to rise, and our blended tea powders offer an easy way to whip up artfully crafted hot or cold beverages at home in just minutes,” says Fumi Sugita, Aiya America’s General Manager.

Rooibos tea powder, also known as the “Red Tea,” is made from the legendary South African Rooibos plant’s leaves and is prized for its low caffeine and high antioxidant count. It is an ideal ingredient for healthy and relaxing beverages. The Black Tea Zen Café Blend is a sweet marriage of the exotic premium Indian Darjeeling and Assam black teas and lends a flavorful sweet taste to hot or cold beverages.

Aiya’s Zen Café Blend bags contain 180 grams of powder and retail for \$9.80 per bag. To purchase any of Aiya’s Zen Café Blend products or to learn about the complete range of Aiya’s offerings, visit <http://www.aiyamatcha.com/>

### **About Aiya America**

Aiya America is the U.S. branch of Aiya Co. Ltd., the world’s leading producer of Matcha, Japan’s most premium tea variety and a major ingredient for the food and beverage industry. Founded in 1888, Aiya is headquartered in Nishio city, Japan’s largest Matcha producing region. Aiya grows and manufactures the purest and highest of quality Matcha Aiya and supplies it to over 90%, 70% and 45% of the European, North American and Japanese markets, respectively. Known for its innovation, consistent quality and safety, Aiya’s mission is to share the goodness of Matcha through global education of its tradition, history, and science for good spirit and health. More information is available at [www.Aiya-America.com](http://www.Aiya-America.com).