

19 June 2006

H-Tea-O's Unique Tea-to-Go Service is a First in Asia

H-Tea-O Tea Salons have launched their unique **Tea-to-Go** service at their two outlets in Admiralty and Causeway Bay. As the first user of the latest patented tea brewing technology in Asia, H-Tea-O are able to provide a take-away tea drink that is as convenient and high quality as people expect with take-away coffee – one of the first companies in the world to achieve this according to a retail consultant (see below).

H-Tea-O's take-away tea is brewed "fresh from the leaf" in 30 seconds, rather than the usual 3-5 minutes for full leaf tea, giving the traditional taste of real tea to people in a hurry. **Tea-to-Go at H-Tea-O** costs just \$16 for most 12oz teas and includes a free tea mug and a tea cookie. After the introductory period, the price will revert to \$22.

For most cafés and tea shops, take-away tea is a teabag in a paper cup with some warm water. What you get from this is an overstewed poor quality tea that tastes of wet cardboard. We at H-Tea-O thought that this just isn't good enough and so have come up with our **Tea-to-Go** package that is so good, we don't think anyone will accept a tea-bag in a paper cup again.

With **Tea-to-Go at H-Tea-O**, you get

- A choice from any of our premium teas, tea lattes or shaken iced teas (we have over 70)
- Premium tea brewed "fresh from the leaf" in 30 seconds
- No tea bags or tea leaves in the cup
- A free returnable, recyclable tea mug that doesn't contaminate the tea (unlike a paper cup)
- A complimentary H-Tea-O tea cookie to go with the tea
- Milk, sugar, lemon, honey or whatever the customer desires already in the tea so there is no mess

We take full leaf premium teas and brew them using a special patented technology that speeds up the infusion while producing the same wonderful flavours and aromas that you get from the traditional methods. The tea is then poured into a tea mug specially designed for H-Tea-O that fits the industry standard sipping lid. We have an insulating sleeve designed to fit our tea mug so our customers won't burn their hands on the hot mug.

What you don't get are:

- Tea bags or tea made from ground down tea leaves or an instant tea;
- A tea that has been stewing for hours before it is served to customers;
- The taste of paper in the tea that comes from the waterproof lining for the paper cup;
- Tons of disposable cups which then clog up our landfill
- The mess when you fish out the tea bag

The taste of the tea is so much better and it is so convenient, we guarantee that once people try **Tea-to-Go at H-Tea-O** they will not want a tea bag in a paper cup again.

"I have seen many people try to reproduce the convenience of take-away coffee in their take-away tea offering. This is the first time I have come across anyone who has actually achieved it. This is an amazing product"

CEO of the largest chain of coffee shops in the Middle East and international retail consultant.

ABOUT H-TEA-O

The H-Tea-O Tea Salon in Queensway Plaza, Admiralty opened in late 2004 and was the first new concept tea house to be established in Hong Kong. Following the success of this first outlet, H-Tea-O opened a Tea Garden in Causeway Bay at the beginning of 2006. The new Tea Garden has been highly rated by the press and was recently listed as one of the five most relaxing cafés in Hong Kong by U Magazine.

H-Tea-O was established with the purpose of enriching people's lives through the experience of fine teas and the benefits of health and well-being. With over 70 premium teas and herbal drinks, H-Tea-O provides the broadest range of tea based beverages anywhere in Hong Kong. Alongside traditional favourites such as Earl Grey and Dragonwell, H-Tea-O are one of the few suppliers of unique teas such as Rooibos and Honeybush from South Africa. Signature teas include Tony's Tea Latte, ChocolaTea, Moroccan Mint Chocolate and Iced Green Tea Mojito.

Award winning chefs, authentic clotted cream imported from Cornwall and nutritious healthy meal sets all make for a wonderful experience that can be enjoyed by all the family.

More detailed information can be found in the attached Press Pack file.

CONTACTS

H-Tea-O Tea Salon

Units C1-4, Queensway Plaza, Admiralty, HK

Open 8am – 8.30pm daily

Tel: 2529 7585 Fax: 2527 2287

Email: info@h-tea-o.com

H-Tea-O Tea Garden

Unit F-9A, 1/F, Fashion Island, 19 Great George Street, Causeway Bay, HK

Open 12noon – 10pm daily

Tel: 2972 2111 7585 Fax: 2972 2100

Email: info@h-tea-o.com

Contacts:

English enquiries:

Mr. Tony Dick (9472 3640) or Tony@tea-concepts.com

English, Cantonese and Mandarin enquiries:

Ms. Candy Ho (9450 0616) or Candy@tea-concepts.com

Images (Hi-Res copies are available)



A delicious mug of H-Tea-O Tea-to-Go with the unique reusable H-Tea-O take away tea mug.



The special tea brewing technology used at H-Tea-O can brew tea fresh from the leaf in 30 seconds. Brewing tea the traditional way with a teapot takes anything from 3 to 5 minutes.

H-Tea-O were the first to use this patented technology in Asia Pacific.