



Lambourn
Trading Co.

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For Immediate Release

LAMBOURN TRADING COMPANY ADDS NEW FAIR-TRADE LOOSE LEAF TO COMPLIMENT CURRENT LINEUP

English Garden Tea's New Loose Leaf Line Adds a Retail Oriented Spin on Its Foodservice Lineup

San Francisco, CA, January 13, 2011: English Garden Tea announces the launch of a brand-new 100% Fair-trade loose leaf tea line to compliment its current bagged and tagged lineup. There are seven flavors which include: Ceylon Orange Pekoe, Earl Grey, English Breakfast, Peppermint, Jasmine Green Tea, Himalayan Darjeeling, and Special Reserve Assam. "There has been a tremendous increase in the demand for loose leaf teas and we feel that this new line from English Garden Tea represents a great balance between price and quality", says Jonathan Roll, Lambourn Trading Company's Vice-President of Sales. "Retail sales of loose leaf tea have been increasing year over year in same stores and we intend to supply a great quality and an even better value to both the retailer and the end-consumer." English Garden Tea is produced in England with 6 years of experience supplying hotels, cafés, restaurants, and many other foodservice end-users. Described as being a modern twist with traditional English flair, English Garden Tea will offer clients an incredible mix of a great quality and beautiful packaged tea line at very competitive prices. "The branding can be best described as having high-end appeal, similar to luxury brands with a straightforward opaque window allowing the end-consumer to actually see the loose leaf and judge the quality for them."

The tea and coffee market has been growing in North America but there are signs that Fair-trade certified products are only in their infancy. Lambourn Trading Company will continue to target new markets with high-value products, preferably ones that are certified Fair-Trade. English Garden Tea's current lineup consists of 9 tagged and bagged flavors all of which are certified Fair-trade (<http://www.fairtrade.net/>). Supplied in a variety of formats allows English Garden Tea to fit in to any foodservice requirement.

About Lambourn Trading Company

Lambourn Trading Company is an importer and distributor of coffee and tea products throughout North America. Specializing in wholesale foodservice distribution, Lambourn Trading Company strives to always deliver high-value products in every market they supply. For more information, please visit the company's website at www.ltcdistribution.com