



## **PRESS RELEASE**

### **BLENDED TO PERFECTION**

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We British always find time for tea. It's an institution that is famous the world over and one that we take pretty seriously. Those in the know favour the superior taste of Ridgways blends for that perfect brew.

Whether it's in a mug or a cup, with two sugars or none, weak or strong, we all have a ritual, from the builder next door to the Queen herself – Ridgways even has the exquisite 'Her Majesty's blend' variant which was created by Royal demand for Queen Victoria in 1886.

Good tea is a constant companion through thick and thin and even with the economic down turn you can still rely on a good cuppa. Leading trend agencies are predicting that staying in is the new going out with decadent 'Afternoon Tea' parties hosted at home adding to this new fashion – so serving up a brew fit for Royal consumption is bound to earn you brownie points with your friends and family!

Adding to that, studies now show that a delicious cup of tea (well four a day actually) is good for you thanks to its antioxidant and low-calorie credentials, there is no better reason for popping on the kettle and taking a well earned tea break.

Ridgways offers a collection of indulgent infusions that have been sourced from around the world and expertly blended using 150 years experience.

Other products in the range include; English Breakfast Tea, full bodied and blended to perfection with the high grown teas of Sri Lanka and Earl Grey, a delicate and fragrant blend of premier teas sourced from Southern India, Indonesia and China. The Earl Grey blend also contains natural Italian Bergamot oil for exquisite refreshment.

Ridgways variants are available from [www.typhooshop.com](http://www.typhooshop.com) priced at £1.99.