



PRESS RELEASE

For Immediate Release

INC. MAGAZINE LISTS TEA AND HEALTHY BEVERAGE INDUSTRIES AS “BEST BETS” FOR THOSE LOOKING TO START A NEW BUSINESS

Pine Brook, NJ -- September 13, 2010 – Steady current market growth and a strong future outlook make the tea segment a good pick for those looking to invest in the growth industries of the future, according to a recent article appearing on Inc.com. This confirms what the management of Teawolf, LLC, the state-of-the-art manufacturer of natural and functional ingredients the food, beverage, flavor and fragrance markets, has known for quite some time.

It should come as no surprise that industries like environmental consulting, home health care and mobile app design should be featured high on a list of prospective growth; the substantial potential of tea might raise more eyebrows. A closer look reveals that, in a ranking of the most popular beverages in the US, tea currently ranks an impressive sixth after carbonated soft drinks, bottled water, beer, milk, and coffee. After water, tea is the most consumed beverage in the world (“The Empire of Tea,” 2004). Most impressive still, tea is positioned as a very timely alternative thanks to its healthy reputation, most importantly, among today’s growing ranks of nutritionally-conscious consumers. Given the demographics of tea consumption, the aging of the baby boom generation will be another reason for tea marketers to say ‘Cheers!’ in the future. All this good news has already supported an average growth of approximately 5% per year for the past five years. (Statistics from Inc.com)

While the tea market is dominated by well-known heavyweights, the playing field for smaller, independent manufacturers today represents a \$264 million market. With the right forward-looking flavors, formulations and marketing mix, that’s only the beginning. Certainly, this reflects the opinion of Greg Robertson, president of Teawolf.

Mr. Robertson explains: “After years of experience in the flavor industry, it became apparent to my partners and me that there was an important yet open niche in the marketplace. There was a need for a company that could reliably supply premium-quality natural functional ingredients like tea, various botanicals, vanilla, cocoa, and other natural products in the form of extracts, distillates, essences and concentrates to flavor and fragrance companies and to food and beverage manufacturers alike. We believed the opportunities for such a company to be ripe with promise, which has proven correct. Still, we believe that the potential for innovation, growth and profitability in these ingredients and the products and industries which used them is getting stronger every day.”

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About Teawolf

Headquartered in Pine Brook, NJ, Teawolf is a dynamic, state-of-the-art manufacturer of natural and functional ingredients. With its strategic combination of advanced technologies, proprietary extraction and manufacturing processes, plus access to the world's finest raw materials sources, Teawolf is able to offer the very highest quality in natural extracts, distillates, concentrates and essences to its customers in the food, beverage, flavor and fragrance markets. Teawolf is certified organic by COI (Certified Organic Incorporated), certified Kosher under the authority of the Orthodox Union, and has received its Fair Trade certification from TransFair. For more information, please visit www.teawolf.com.

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