



FOR IMMEDIATE RELEASE:

CHAI HOUSE TEAS NOW AVAILABLE AT FRESH MART.

Sun Prairie Small Businesses Team Up To Bring You
Teas From The Republic of Georgia.

SUN PRAIRIE, Wisconsin (February 10, 2023) – Chai House, an importer and online retailer of world-class loose-leaf teas and tisanes and recently relocated to Sun Prairie, announced its products are now available at Fresh Mart International Supermarket, located at 531 A Street in Sun Prairie.

Mary Lowisz, co-owner of Chai House said, “When we relocated Chai House to Sun Prairie and saw Fresh Mart’s extensive variety of international food products, it made sense for us to approach them about offering our teas and tisanes from the Republic of Georgia. Not to mention, I cook a variety of international cuisines and love shopping at Fresh Mart, having been a regular since they opened in Sun Prairie.”

The U.S. has seen a significant rise in tea consumption recently, making tea the most popular beverage in the country today. COVID dramatically increased Americans’ tea drinking habits as people sought the immunity boost and calming agents tea offers. Tea is perceived as healthy and natural, particularly among millennials and baby-boomers, so overall industry growth is expected over the next half decade. Tea consumers pay attention to health, but they also seek and pay for environmental, social, economic and ethical attributes in selecting their tea. Demand for high-end specialty, organic, and loose-leaf tea continues to grow at accelerated rates.

Georgia had produced world-class tea since 1847 when it was first introduced there. Unfortunately, Georgia’s Soviet-era imposed “quantity-over-quality” production methods and gave Georgian tea a well-deserved bad rap, not to mention devastating Georgia’s economy. However, since the collapse of the Soviet Union that is changing.

GOTPA (the Georgian Organic Tea Producers Association) is leading the charge to return Georgian tea to its former award-winning glory on the world tea stage and restore economic viability to Georgia’s family tea farmers with sustainable and organic production methods.

“Chai House is firmly rooted in supporting the principles of direct and fair trade, sustainable farming practices, biodiversity, source traceability, and family farm initiatives”,

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explained Jack Herbert, Chai House's other co-owner. He added, "We form strategic partnerships with those who share our vision to create 'good' for people and the planet. It's why we chose to partner with GOTPA, becoming their exclusive U.S. importer".

Fresh Mart will stock several of Chai House's more popular teas (Georgian Classic Black, Orthodox Rolled Black, and Orthodox Rolled Green) and tisanes (Miran's Emerald Dream, Georgian Mountain Mint, and from their unique Wild Harvest Collection - Georgian Forest Blueberry Leaf).

What are "Wild Harvest Teas?" After the collapse of the Soviet Union in 1991, the tea plantations in Georgia were abandoned and basically forgotten for 30 years. During this time the forest reclaimed the land and created a unique ecosystem perfect for tea plants. The highland soil is bathed in mineral-enriched mountain waters flowing from the Greater Caucasus range. The tall acacia trees provide natural shade and protection. Combining those elements with the tea-friendly, subtropical climate makes for optimal tea-growing conditions. This unique terroir gives Georgian Wild Harvest Teas their distinctive aromas and characteristics, and a chemical composition not found in other teas. Learn more about [Georgian Wild Harvest Teas](https://chaihousellc.com/georgian-wild-teas-unique-and-rare/) here: <https://chaihousellc.com/georgian-wild-teas-unique-and-rare/>

Chai House co-owners, Mary Lowisz and Jack Herbert, will be appearing at Fresh Mart on Saturday, February 25 from 10a-12p offering free samples of Georgian tea and talking about their visit to Georgia and a tea estate that produces several Chai House teas.

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Chai House is an importer and online retailer of loose-leaf tea and tisanes. Chai House sells world-class teas from the Republic of Georgia, Nepal, and Southeast Asia. We also handcraft a proprietary line of signature spice blends, including masala (for making masala chai) and golden milk. For more information, please visit www.ChaiHouseLLC.com.

Fresh Mart is an international supermarket offering a wide variety of imported international food from the Middle East, Africa, the Caribbean, Asia, as well as America and Europe. For more information, please visit <https://freshmartmadison.com>

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