



The Transcendence of Tea

It's Not Just Your Grandmother's Drink Anymore

(NAPSA)—If you're one of the many Americans who believe tea is a drink solely intended for an older generation, served in dainty cups with crumpets on the side, think again.

Black tea is quickly becoming the "anytime" beverage of choice by people of all ages. Evidence of the trend is illustrated by the latest development of tea salons across the nation. These salons are quickly becoming sanctuaries to those who enjoy the trendy yet comfortable ambience. Tea's hip quotient is skyrocketing as celebs praise the brew. *Sex in the City* star Cynthia Nixon is a self-proclaimed tea freak—"I'm never seen without a cup in my hand," (*InStyle* July 2001); *Planet of the Apes* vixen Estella Warren recently said that her idea of sexy would be drinking tea in a Zen garden (*InStyle.com*, September 2001); and rocker Gwen Stefani of No Doubt claims she could drink tea all day (*Blender*, Aug./Sept. 2001).

"Tea is the enigma of the beverage world. It provides an amazing range of capabilities—whether it's hot or iced, tea provides refreshment when a spark of energy is desired, and relaxation when it's time to wind down," reports Peter Goggi, president of Royal Estates, the tea blending and buying division of Lipton. "Today's consumers are looking for shortcuts without



Tea for you? The beverage is quickly gaining in popularity—for both taste and health benefits.

shortcomings and they can find this in a cup of tea. It provides pleasure and excitement at the same time, and to top it off, it's inherently good for you."

The public is taking notice of the significant amount of research on tea. Preliminary results from recent studies add to the growing body of evidence suggesting that drinking black tea may promote a good cardiovascular system and may help to reduce the risk of heart disease. While the emerging research is promising, Lipton believes additional studies are needed before final conclusions can be drawn about the effect of tea on health.

Consumers are finding innovative ways to use black tea, adding it to after-dinner drinks, incorporating it into baking recipes such as biscotti and cakes, and mixing it into punches. You can celebrate the benefits of tea by brewing up this fruity, flavorful punch, which zings with the taste of real apple and the sweetness of brown sugar.

Lipton® Celebration Punch (makes 40 (5-oz.) servings)

- 1 quart water**
- 10 Lipton® Cup Size Tea Bags**
- 1 gallon apple juice or cider**
- 1 cup lemon juice**
- 2 cups brown sugar**
- 12 whole allspice**
- 12 whole cloves**
- 4 cinnamon sticks, broken**
- 1 bottle (4/5 qt.) red wine**
- Apple slices**

In large saucepan, bring water to a boil. Add tea bags; cover and brew 5 minutes. Remove tea bags. Stir in juices, sugar and spices. Simmer, stirring occasionally, 10 minutes. Remove spices; stir in wine and heat through. Garnish with apple slices.

More information on Lipton and the potential health benefits of tea may be obtained by calling 1-888-LIPTONT or via the World Wide Web at www.LiptonT.com.