

Victoria Tea Festival Media Release



New Vietnamese Tea Introduced at this Year's Festival

February 17, 2012

VICTORIA, BC: Victoria Mayor Dean Fortin will lead the first public tasting of Monsoon, a limited edition green tea, during the Victoria Tea Festival this Saturday, February 18th at noon.

Monsoon tea has been created by Victoria tea master Daniela Cubelic from Silk Road Tea, in recognition of the City of Victoria's new economic development partnership with the municipality of Thai Nguyen in Northern Vietnam. Thai Nguyen is one of Vietnam's premium tea growing regions.

"We were very excited at the opportunity to partner with Thai Nguyen to see what synergies existed between our cities," said Mayor Dean Fortin. "We are starting with the wonderful connection around tea and look forward to expanding into other sectors."

"This organic tea is inspired by the exotic, tropical Asian ingredients used in Vietnamese cuisines," said Cubelic. "Spicy notes of ginger, lemongrass, and citrus flavours are paired with Vietnamese green tea to create Monsoon, which can be served hot or cold." The name is also symbolic, as Vietnam's weather is dictated by two monsoons, which bring rain and breezes as relief to the tropical heat.

"Festival attendees make all kinds of great discoveries at our exhibitor booths and feature stage presentations each year," said Chairperson Lisa Stekelenburg. "This year's attendees are invited to share in the debut of a brand new tea with combined Asian and Victorian origins. We encourage everyone to stop by the Festival and try Monsoon before the rest of the world gets to discover it."

For event details, a full list of presentation descriptions, and list of ticket outlets, visit www.victoriateafestival.com.

Sponsored by Silk Road, Murchies Tea & Coffee, Serious Coffee, Vancity, Times Colonist, Chek News and Ocean 98.5.

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About the Victoria Tea Festival

Hosted in the tea capital of Canada, the Victoria Tea Festival had its inception in 2007 with 200 people attending the one-day event. Now in its sixth year and having experienced phenomenal growth, the event has grown to two days and established itself as the largest public tea exhibition in North America with over 3300 people in attendance and over 40 exhibitors. For more information please visit:

<http://www.victoriateafestival.com>.

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