Newby's Silken Pyramid Range In Waitrose Now!

Tuesday 28 October, 2014

New Pyramid Power from Newby Teas...

Served in many of the World's most prestigious hotels - such as Gleneagles, The Goring and Burj al Arab - London-based Newby teas' new silken pyramid range can now be enjoyed at home and is available at Waitrose nationwide.

Specialists in first and second flush teas, Newby takes as much care selecting, blending and preserving the finest whole leaf teas and tisanes as they do making them look beautiful. All twelve of the teas in Newby's silken pyramid range are adorned with a different antique teapot from the company's unique collection.

Each pack of 15 individual, biodegradable silken pyramids, is sealed in beautifully designed triple-layer alu-foil for freshness and carries specific brewing instructions and a short history of the tea or tisane.

The following eight teas are available from Waitrose; English Breakfast, Earl Grey, Masala Chai, Peppermint, Chamomile and Rooibos Orange at £5.75 per pack with Jasmine Princess and Kan-Junga at £6.95 per pack. The full silken pyramid range, including Rare Assam, Hunan Green, Strawberry & Mango plus Ginger & Lemon can also be found on line at www.newbyteas.com

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For further information, visuals and samples contact: WixHill PR on 01483 203992

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Notes to Editors: Eight varieties ofNewby's new silken pyramid range now available nationwide in Waitrose and six in Harvey Nichols. Full range of twelve, including Rare Assam, Strawberry & Mango, Hunan Green plus Ginger & Lemon, available online at www.newbyteas.com. Twitter @NewbyTeas.

Multiple award-winning **Newby**, a member of the Ethical Tea Partnership, is dedicated to sourcing the finest teas at prime season, artfully blending them and preserving flavour and character at its own state-of-the-art tea preservation facility. The company's **Chitra Collection** is an unique collection of rare teaware and accessories held in charitable trust. Newby is helping to revive the rich culture, history and heritage of tea drinking and hopes to encourage more Britons to rediscover the art of tea

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