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TIZANE BEVERAGES HIT GREATER DC MARKET WITH ONE-OF-A-KIND, 100% ORGANIC BOTANICAL INFUSION DRINKS

Locally owned Tizane Beverages expanding rapidly, creating an entirely new beverage category

Washington, DC – Tizane® Beverages (www.tizane.com), a new, award-winning caffeine- and tea-free beverage alternative available in three distinct flavors, has hit markets and specialty stores throughout the greater Washington, DC area. Sales of the 100% organic, all-natural beverages are growing quite rapidly since the drink's early 2008 launch, with new locations being added in DC, Maryland and northern Virginia.

The idea for Tizane Beverages grew out of the worldwide travel adventures of husband-and-wife team Charlie and Nona Pucciariello, who recognized and appreciated the great value of botanicals as "highly aromatic, mineral powerhouses" enjoyed since ancient times in varying cultures. The duo's beverages are distinguished by the fact they are neither teas nor juices, yet offer a world of flavor that is balancing with many restorative properties.

"People today want more variety in their beverage choices other than flavored water, tea, and juices," according to CEO Charlie Pucciariello. "Our focus is answering that demand by introducing a whole new category which features the amazing taste and qualities of premium botanicals. Our drinks eliminate the compromise consumers have been forced to make between taste and purity. Tizane offers the pure flavor and beverage experience that people have been looking for."

A New Destination in Taste

Each of the three flavors –Hibiscus, Lemongrass and Jasmine – is a wholly organic botanical infusion which offers exciting taste and premium ingredients unlike any other beverage available on the market today. The infusions bring out the full flavor, color, aromas and nutrients of the ingredient botanicals in their natural state to create "a new destination in taste."

100% Pure Botanicals – Artisanal Quality that Sets Tizane Apart

Tizane Beverages use only premium botanical ingredients without using highly processed, additive, supplemental or other "unnatural" ingredients such as concentrates, powders or extracts. The beverages contain no preservatives, no artificial colors or flavors, no caffeine and no added sugar. The purity of the botanicals shine through, and the proof is in the taste.

Great attention is paid to detail. Tizane's artisanal blends, which are featured in 12-ounce recyclable glass bottles to preserve the crisp, fresh taste of the infusions, are crafted in small batches. Only carefully selected, high-quality, 100% organic ingredients are used, including lemongrass, linden leaf, rose hips, and blue agave. Longer steeping times bring out the full mineral richness and flavor of the beverages' exotic ingredients. ingredients are jasmine flower, hibiscus flower, linden leaf and flower, and blue agave nectar.



Information About Tizane's Three Unique Flavors

- Jasmine (70 calories per 12 oz. bottle) - A cool, relaxing taste that's as subtle as it is uplifting, Jasmine offers fresh, light jasmine floral notes and a very slight citrus undertone – both of which are smoothed by a lingering, honey-like finish. Its organic ingredients are jasmine flower, hibiscus flower, linden leaf and flower, and blue agave nectar.
- Hibiscus (80 calories per 12 oz. bottle) - Hibiscus is a deep red infusion which features citrus berry-like overtones, enhanced by the mildly sweet pear notes of rose hips. Hints of licorice combine with mint for a crisp, refreshing finish. Its organic ingredients are hibiscus flower, rose hips, anise seed, spearmint leaf, lemon balm and blue agave nectar.
- Lemongrass (60 calories per 12 oz. bottle) - Tizane's Lemongrass beverage is full of refreshingly delicate, grassy lemon notes with earthy hints of mint. Its organic ingredients are lemongrass, hibiscus flower, anise seed, lemon balm, eucalyptus, spearmint leaf, catmint and blue agave nectar.

Subtly Sweetened with Blue Agave Nectar for a Refreshing Taste

At just 60-80 calories per bottle, Tizane Beverages are naturally low calorie. Each infusion is subtly sweetened with nectar from the blue agave plant – the “platinum standard” of agave – which boasts an impressive amount of nutritional properties. No added sugars are used.

Unlike the vast majority of sweeteners on the market today, the blue agave nectar in Tizane is a functional food, with a high concentration of inulin, which assists in controlling blood sugar and improving bone mineral density, and also acts as a “prebiotic,” stimulating growth of beneficial flora.

“Our lifestyle choices, including the food and beverages we consume, have both a social and environmental impact,” observes President Nona Pucciariello. “More people are starting to realize that they've got to refocus their eating and drinking habits, but they don't want to sacrifice taste by making the right choices. We're finding that we've tapped into a very welcoming market with Tizane – and that's a win-win situation.”

Where to Find Tizane Beverages

Tizane is currently available in a growing number of specialty markets, cafés, co-ops, theatres and small luxury hotels across the greater Washington, DC region.

About Tizane Beverages:

The unique flavor of Tizane Beverages (www.tizane.com) is like nothing else available today. Each of Tizane's infused botanical varieties – Hibiscus, Lemongrass, and Jasmine – delivers crisp, full flavor that's perfectly balanced and exceptionally refreshing. Tizane's distinct infused botanicals are certified 100% organic and lightly sweetened with pure, premium blue agave nectar.

These one-of-a-kind, artisanal botanical blends are slowly steeped in small batches to bring out the full flavor of quality ingredients, including lemongrass, rose hips, jasmine flower, spearmint leaf, and hibiscus flower. The result is an entirely new, naturally low-calorie beverage alternative which is caffeine- and tea-free. Tizane Beverages are an invigorating change from ordinary drinks, and take taste to a whole new level. They are available at select retailers throughout the greater Washington, DC, area.