

### Green Green Tea™ Press Pack

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# Save the world says Green Green Tea<sup>m</sup>

Green Green Tea™ is not only made from the best quality leaves in China, commonly known as Chun Mee, but is also carbon neutral, so helps to save the world too! It is also suitable for teetotallers, fundamentalists and people without any sense of humour whatsoever, as well as smart, funny, attractive people like you!

Brought to you by Today was Fun Ltd, the company which makes a range of organic natural infusions that have been carefully designed to enchant the senses. Green Green Tea<sup>TM</sup> is the latest arrival to the range and has been labelled as the first ever food and drink product to save the world thanks to its carbon neutral promise.

Designed by the company's founder Sharyn Wortman and her team\*, this tea comes at a time where climate change is at the top of everyone's agenda. You now don't have to be a crazy environmentalist to help.

According to The CarbonNeutral Company\*, Today was Fun Ltd is the first ever company to produce a carbon neutral tea. Sharyn insists that doing your little bit for the world is easy and explains that with the help of The CarbonNeutral Company a simple calculation can be made to establish how much carbon is produced to make and transport her tea. Today was Fun Ltd can then neutralize its effects on the environment by becoming involved in new energy or forestry projects.



Another reason to buy Green Green  $Tea^{TM}$  is that its box is full of fascinating facts which you can use time and time again when showing off your eco-friendly nouse! These include some of the following:

- Another ice age is just going to make everyone cold, miserable and grumpy.
- Drinking Green Green Tea<sup>™</sup> is a lot more fun than chaining yourself to a tree. Trust us, chains are very uncomfortable to wear, bark is scratchy, trees have all kinds of creepy crawly things living in them and bulldozers are big and scary.
- Making sure there is somewhere for you kids to live when they grow up otherwise they'll never leave home!

The packaging is of course also green as is created with board made from managed forestry, which is the most earth-friendly board available, and besides, Sharyn explains that managed trees don't get rowdy—did you see what those trees did in *Lord of the Rings*?

On a serious note, Sharyn concludes: "Not only is my latest tea packed with nutritional goodness in the form of antioxidants and made from the finest quality Chun Mee leaves, it also produces a clear pale coloured mellow flavoured tea. But that's not all! It also helps to save the earth which is something I believe we should all be trying to do. Tea is one of the most widely consumed beverages in the world after water so why not make it good for the earth at the same time?"

Green Green Tea<sup>™</sup> loose tea bags come in a box of 20 and retail at £6.45 from Harvey Nichols and selected independent speciality stores. For stockists near you visit www.todaywasfun.com for details. Other varieties available from Today was Fun Ltd are Happiness, Inspiration, Friendship, Sleepy and Expectancy tea.

#### -ends-

For more information, visuals and samples please contact:

Isabelle Goldstein on 0208 3460069 or email isabelle@goldsteinpr.co.uk

NOTES TO THE EDITOR: • The CarbonNeutral Company – find out more at www.carbonneutral.com • \*Today was Fun's team consists of Sharyn Wortman, Susi Rajah, Softly Dunstan and Iain McIntosh



### CarbonNeutral

## - what is this all about and how can we help?

#### Now for the serious stuff!

The CarbonNeutral Company is the world's leading full service carbon management business. It enables businesses and individuals to tackle their climate change impacts in a way which delivers value – commercial, environmental and personal.

The company works with over 200 commercial and government clients including Honda, Avis Europe, IUCN – The World Conservation Union, American Express, Honda, Berkeley Homes, Ricoh and the Radio Taxis Group as well as celebrities and 50,000+consumer clients.

CarbonNeutral®, the registered trademark of The CarbonNeutral Company, is the world's leading brand mark for action on climate change. It means global warming emissions have been measured, reductions recommended, and the remaining emissions 'offset' through renewable energy and/or sustainable forestry projects.



#### Here are several questions regularly asked about CarbonNeutral:

#### What does CarbonNeutral® mean?

CarbonNeutral is the registered trademark of The CarbonNeutral Company. It is the point at which the equivalent amount of CO² produced by a manufacturing process; distribution system and / or product use is equal to the amount being removed. It could be removed through the purchase of technology offset or forestry sequestration programmes. A CarbonNeutral programme involves assessments of carbon emissions, reductions of emissions at source, and 'offset' of unavoidable emissions.

#### Does carbon offset provide a solution to global warming?

On its own, carbon offset does not provide an answer to global warming, but it does have a large part to play in the overall approach to carbon management. It provides the vital first step in engaging businesses and individuals to consider the implications of their CO2 emissions. As well as encouraging companies to reduce emissions at source, The CarbonNeutral Company also helps them offset their non-reducible emissions. Technology offsets are part of the reductions-at-source strategy. The characteristics of forestry offset are such that, in addition to being able to offset a specific project's CO2 emissions, over time it can also help re-absorb the existing high levels of atmospheric CO2.



#### What kinds of carbon offset projects are used in the CarbonNeutral services?

The offset projects are selected against the highest possible environmental standards.

One of the key ways to stop global warming is to use new technology, such as wind and hydro energy, as opposed to burning fossil fuels. The CarbonNeutral Company channels some of their customers' money into projects to do just that. In India, for example, they have enabled local generators to switch from diesel to biomass (natural compost with lower CO2 emissions). They then use the savings in CO2 emissions to balance out some of their customers' CO2production – thereby helping them to go CarbonNeutral. Their technology projects not only reduce CO2 emissions, they help to promote rural economies and local communities.

Their forestry carbon offset projects are native species which are managed to recreate long-term natural woodland and forest – this helps create green public spaces and new wildlife habitat.

The reason for tree planting is that trees use or 'lock up' carbon from the CO2 they absorb through their leaves in order to grow.

#### Who are The CarbonNeutral Company's planting partners?

The CarbonNeutral Company plant trees at over 60 sites across the UK, USA, Mexico and India. Their planting partners range from Community Forests and local authorities to Wildlife Trusts.

#### Why are pop stars and celebrities involved with The CarbonNeutral Company?

Music and film celebrities – like the rest of us – both cause and are affected by global warming. They are happy to work with The CarbonNeutral Company to use their influencing ability to reach hundreds of thousands of people.

For more information please go to www.carbonneutral.com or call 08701 99 99 88

#### Become a

#### CarbonNeutral citizen

Because being CarbonNeutral is so important at Today was Fun we have decided to offer you the chance to be neutralised and make you a CarbonNeutral citizen.

The easiest way to do this is to work out how much carbon you use during your weekly travel to and from work. It is easy so why not take the challenge and answer the following simple questions and we will ask the CarbonNeutral people to calculate the amount of carbon you use in a single week and then have a better understanding of what impacts this will have over the years to come. Today was Fun will then pay to make you CarbonNeutral! What you waiting for, be part of saving the earth and give it a go:

- How do you get to work in the morning? Walk/cycle/tube/bus/ drive/fly (could be a combination)
- How far roughly do you travel on each method of transport?
- How often do you do this each week?
- How far do you have to travel each week for business and on what form of transport?

#### -ends-

### Ten Good Reasons

#### to drink Green Green Tea™

#### 1. Helps save the world!

Green Green Tea<sup>™</sup> is Carbon Neutral which makes it environmentally Green as well as Green in variety!

#### 2. Tastes great

Tastes great as is made with some of the world's best quality Chun Mee leaves and is presented in a loose tea bag which means that water can seep into the bag and move through the tea perfectly – as good as loose tea but without the mess or the need for a strainer!

#### 3. So easy to make!

- Use one tea bag per cup
- Fill a kettle with cold water and bring to a boil
- After unplugging the kettle, allow it to stand for up to 3 minutes
- Pour the heated water over the tea bag, and allow it to steep for up to 3 minutes then remove the bag
- Sit comfortably, sip and enjoy!
- You can then reuse the same tea bag up to 3 times, each of which will give a lighter and sweeter tasting tea

#### 4. Just a touch of caffeine

Green Green Tea<sup>™</sup> contains the least caffeine of all teas. But remember a little is still good as we all need a little kick start from time to time.

#### Become More Popular



Drink Green Green Tea" and you will become devastatingly attractive! Our tea has lots of

antioxidants in it. We aren't sure what they are, but we suspect that they will make you better looking if you drink enough of them.

\*This is not guaranteed.

#### 5. Makes you devastatingly attractive

Did you know that Green Green Tea<sup>™</sup> can help you lose weight by helping to burn fat and calories? It contains a high concentration of catechin polyphenols. These compounds work with other chemicals to create heat in the body which in turn burns fuel such as fat. Drinking green tea regularly can therefore help with weight loss and it has even been reported to help burn an extra 78 calories a day by boosting metabolism. This adds up to over 28,000 calories in a year – the same number of calories you need to burn in order to lose 8 pounds of weight.



#### 6. Keeps you fighting fit

Today green tea is thought to help in the prevention of various diseases including cancer and cholesterol as well as helping with rheumatoid arthritis due to its content of the powerful anti oxidant EGCG (epigallocatechin gallate)\*. In fact links are being made between the effects of drinking green tea and the "French Paradox." For years, researchers were puzzled by the fact that, despite consuming a diet rich in fat, the French had a low incidence of heart disease. The answer was found to lie in red wine, which contains resveratrol, an antioxidant that limits the negative effects of smoking and a fatty diet. Since then it has been said that EGCG is twice as powerful as resveratrol, which may explain why the rate of heart disease among Chinese and Japanese men is quite low, even though over half of the population are smokers. But why don't other teas have similar health-giving properties? Green, oolong, and black teas all come from the leaves of the Camellia sinensis plant but what sets green tea apart is the way it is processed. Green tea leaves are steamed, which prevents the EGCG compound from being oxidized. By contrast, black and oolong tea leaves are made from fermented leaves, which results in the EGCG being converted into other compounds that are not nearly as effective in preventing and fighting disease.

If only half of this is true, well why are we not drinking it all the time?

#### 7. Prevents tooth decay and bad breath

Recent studies suggest that chemicals and natural fluoride found in green tea can help destroy bacteria and viruses that cause throat infections, cavities and gum disease\*. In addition, the polyphenols in tea can slow down the growth of bacteria associated with bad breath. Some even swear by its use as a mouth wash! Imagine a world without bad breath!

#### 8. Will make you radiant

The natural antioxidants found in green tea are not only good for your insides but also your outsides as can make you look younger! Simply soak a bag of Green Green TeaTM in half a litre of still mineral water at room temperature over night. Remove the bag from the liquid and it's ready to use! It's better to make small quantities and use it fresh but surplus liquid can be poured into clean, sterilised bottles and refrigerated. It can be used as a spray, to freshen up the face, or cotton pads soaked in it can be particularly soothing for tired or strained eyes.

#### 9. A natural antiseptic

Green tea has antiseptic properties, so can be used to treat minor cuts and rashes, and is surprisingly effective when applied to spots and blemishes. It can even be used as a treatment for sunburn – simply use cold tea bag and leave on the skin until the area begins to cool.

#### 10. It's dairy free too!

And finally, for vegans or people who need to avoid dairy because of allergy or intolerance, green tea is the perfect choice for a brew as is drunk black and has a light fresh aroma.

#### -ends-

For more information and visuals, please contact: Isabelle Goldstein on 0208 3460069 or email isabelle@goldsteinpr.co.uk

NOTES TO THE EDITOR: 1. According to a recent study by researchers at Purdue University the consumption of four to five cups of green tea a day may slow cancer. Previous studies have found a lower incidence of cancer in those who consume this amount of green tea but the exact compound that produced this cancer inhibition was unknown.

2. According to research by the independent Pace University Green tea can help in the fight against tooth decay.



## Did you know?

**Green tea: Facts & Folklore** 

- Green tea appeared around the 2nd century in China, when sundried green leaves were chopped and boiled as a drink. In the 7th century, the ancient Chinese began to prepare their tea into the shape of a pie. Steamed, moulded and baked dry, the pie was smashed by a roller and boiled at tea time. Pie tea was popular for a long period until banned by Emperor Hongwu in 1391.
- Tea was then introduced to Korea at the end of the 4th century along with Buddhism and in 805 AD, a returned Japanese monk brought with him the seeds of tea from Mt. Tiantai of Zhejiang Province and planted the first tea in Japan.
- When pie tea was replaced by loose leaf tea, roasting methods replaced steaming methods in Chinese tea production. There were 58 recorded well-known teas at that time. Fifteen of them are still in production today, 13 of which are green tea varieties!
- England imported Chinese green tea for the first time in 1673 and the first recorded Coffee House in England was in Oxford, open by 1650. The first known in London, at the Sign of Pasqua Rosee in St Michael's Alley off Cornhill, was open by 1652. But after the Restoration in 1660 London began to fill with coffee shops, where tea was also served, and by 1683 there were reported to be over 2000 such shops in London.



Lu Yu, the Buddhist priest and 8th century author of the three volume book, 'The Classic Art of Tea', was an enormous influence. He was the first to suggest that the ritual of preparing and drinking tea represented a code of symbolic harmony and order reflecting the ideals of cosmos and society. In his Classic Art of Tea, Lu Yu suggests a whole range of pieces essential for the correct preparation of a cup of tea. These include the equipment needed for roasting and grinding the cakes of tea, as well as the stove for boiling the water, and the cups for drinking. Rich noblemen at once began to rival one another in acquiring beautifully crafted sets for making tea, while tea plantations spread across the southern part of China.

Here at Today was Fun Ltd we bring to you Lu Yu II, who is a direct descendant of Lu Yu, and who insists that there are three things you should always keep in mind when making tea:

- One needs 27 pieces of equipment to make a proper cup of tea
- Only water from a pure, slow moving stream is acceptable for making tea
  - The perfect setting for drinking tea is in a pavilion, next to a water lily pond, with a desirable woman (or man)
- According to Chinese legend, the story of Green Tea began in 2737 BC when Emperor Shen Nung, who was known at that time as the "Divine Healer", always boiled his water before he would drink it. He had noticed that his subjects who boiled their water before drinking it seemed to have longevity and better health. One afternoon, as he knelt before his boiling water, some leaves from a nearby tree blew into the pot. The Emperor noted a delightful aroma and, upon sipping the beverage, proclaimed it as "heaven sent". Green tea was then born!
- Since this first cup of Green Tea was brewed almost five thousand years ago, the popularity of tea has increased to the point that it is presently the second most popular beverage in the world. Only water surpasses green tea in popularity.



-ends-

#### The Woman behind the brand

## Sharyn Wortman

Australian born Sharyn worked in advertising for 10 years as an art director and then later on as a creative director. Her most famous television commercial was for an Australian company that makes tinned peaches; it involved the Australian Olympic Gold medallists hamming it up in a big song and dance number. It was hugely successful for the client, sold loads of tinned peaches and made the boys instant gay icons overnight!

After all this excitement, Sharyn made the decision to come to London, booked a ticket and arrived a week later. "Once I had had enough of working in advertising I gave myself a week to come up with a new idea. I like to be quite spontaneous and this is one of the most inspiring things about running my own business!" she explains.



Following an initial visit to London, Sharyn went to LA, spent too much time drinking tea with a friend who was writing her first novel and came up with the idea to set up a company that made nice products. "Tea seemed like the perfect idea as it gives us the opportunity to take time out of our day and catch up with friends," points out Sharyn.



She continues by saying: "If anyone had ever read my fortune and told me that I would run a tea company in London one day I would have told them they were crazy, and yet at the age of 35 I find myself doing exactly that and loving it."

Sharyn lives and works on a boat on the river Thames, loves to entertain friends and family and experiment in her kitchen. As a result of endless pots of tea over breakfast lunch and dinner she came up with her blends.

The philosophy for the range at Today was Fun comes from all the daft ideas and silliest imaginings inside Sharyn's head and the heads of others she knows and is especially useful that Sharyn loves to read and to exchange learnings with people around her.

In 2005 Today was Fun won best new Organic Product for its Sleepy Tea and received a highly commended award for Gift of the Year. Then in 2006 the company won best new Organic Product again for Green Green Tea<sup>TM</sup>. "I must be doing something right to keep on knocking off the big boys," Sharyn says. "I think it is a combination of creativity, passion and not being surrounded by people who play safe."

continued next page

Take a risk, have a go and have fun doing it is Sharyn's motto. Life is too short if you are not enjoying something, then why are you wasting time?

Today was Fun is the mission statement of the company as well as the name. Sharyn believes that If she can't get to the end of the day and say "Today was Fun" then it is time to change tact again.



Starting her own business was also about giving herself the time to do things that she loves in life. She decided that she wanted one day off a week to paint and be creative. When she thought about it, she felt that it didn't seem fair to have employees working if their boss wasn't there so made a simple rule: no one that works for Today was Fun should work on a Friday! "We call them Fun Fridays and if you call, the answer phone will be on as I will be in the studio painting (want an invite to the next opening?)", Sharyn exclaims.

Sharyn insists that it makes a much more inspired place to work if everyone has the opportunity in their week to spend time following their passion. Anita who works for Today was Fun is a very talented Singer Songwriter and Eva who helps at Trade shows is studying to be a voice movement therapist.

There are loads more ideas for the future. One thing Today was Fun will never be short of is ideas. Running her own business has taught Sharyn that the hard part comes in seeing it through and the time and energy it takes to execute them.

"I can't wait to be 80. Wow imagine what I will know then...," she concludes!

#### -ends-

For more information, set up an interview with Sharyn and/or visuals, please contact: Isabelle Goldstein on 0208 3460069 or email isabelle@goldsteinpr.co.uk





# Green Green Tea TASTING NOTES

NAME: Chun Mee, also known as Chun Mei,

Zhen Mei, 🏶 🛮 🛣 , zhēnméi chá or precious

eyebrow tea. The word Chun Mee translates as precious eyebrow and describes the shape of the leaves.

ORIGIN: Jiangxi province of China

**ASPECT:** The leaves are carefully hand rolled to

the shape of eyebrows and then pan-fired. This tea produces a pale yellowish liquid.

FLAVOUR: Full rounded flavour, sweet tasting infusion,

known for its plum-like aftertaste and smooth mellow first impression. Can sometimes be

slightly smoky.

**NOSE:** This tea brews up a silky texture with an

almost buttery note with good fresh, spring

like aroma.

**TIMING:** A refreshing tea to serve all day.

