

Press Release 11/7/2008

Aurora, IL 60504 USA

Although Dethlefsen & Balk Inc. is only approaching its 5th year of business in the US (trying to follow the footsteps of its 172 year old German mother company) it has made a milestone in the North American Specialty Tea market. Without question it has become one of the leading and most respected specialty tea wholesalers in the US.

Having been far from alone in this market in 2004 Dethlefsen & Balk Inc. was then also unknown to most smaller US specialty tea retailers. The reason which made Dethlefsen & Balk set apart and made specialty tea retailers hook to Dethlefsen & Balk are factors which are also very similar to the ones for their German mother company which enjoys worldwide reputation for uniqueness, quality and service:

- 1) Providing a high quality orthodox tea assortment which is available throughout the year at a stable quality. Quality control through:
 - a) Taste: Controlling teas from all popular regions and many exotic places are continuously tasted by highly experienced and industry leading experts.
 - b) Sourcing: Decades of key relations in the production countries secures purchase of the best grades at the best price.
 - c) Analysis: All imported teas are analyzed by official laboratories to comply to tough European regulations and ensure satisfaction of increasingly health concerned customers.
- 2) Keeping up with the newest flavor trends by offering a vivid and inventive assortment of flavored teas, tisanes and rooibos blends. These blends are outstanding in terms of visual appearance, pungent aroma as well as superb taste. All of these factors are equally important for tea specialty retailers when attracting new customers and holding the often very "savvy" tea enthusiast.
- 3) An additional offering of a comprehensive line of tea accessories which includes exclusive designs marked with the own "ChaCult" label. Promising a constant high-quality and unique product which can not to be found at big department stores, the accessory offering is unique, high quality and competitively priced.
- 4) Personal and attentive service, custom blends, quantity and pallet pricing, special product inquiries conclude the offering.

Better than ever the new 2008/2009 wholesale catalog reflects the above points and offers an outstanding selection of teas and accessories. An excerpt of the new offerings can be seen under this link:

<https://www.dethlefsen-balk.us/images/TeaRoomNews.pdf>

or by going to the company website: www.dethlefsen-balk.us.

Dethlefsen & Balk Inc. is thanking their North American customers for their trust and support within the first 4 years in the US and looks forward to continue serving and growing with them.

Sascha Karimpour
General Manager

DETHLEFSEN & BALK INC.

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