Immortalitea Announces Improved Tea Website

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Leading North American tea and herb retailer Immortalitea announced today the launch of their new website. Immortalitea is now on their fourth generation of their website. Having started on free-ware e-commerce platform Zencart the company migrated two years ago to the Americommerce platform and has now migrated to the most popular e-commerce platform, Shopify.

A company spokesperson explained that several strategic changes the company has planned require greater flexibility in the marketing area and the company believes that the large portfolio of add-on apps available for the Shopify platform provides them with the required flexibility.

Company president Ralph Kenney explained, ?In the end, our goal is to provide our customers with a safe and convenient way to buy from us. In my mind, ?marketing? is not about sales gimmicks but about making it as easy as possible for our customers to find and buy great teas and herbs.?

Immortalitea is privately held and does not release sales numbers. However, Industry experts predict the change in platform coupled with some of the more innovative marketing offerings the company has planned, should result in doubling company revenues in the next 12 months.

The new site continues to evolve and can be seen at http://immortalitea.com .

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The Immortalitea Company

The Immortalitea Company offers health-conscious organic and pesticide-free teas including jiaogulan, mulberry leaf, and gourmet organic teas.

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