Immortalitea Announces New Mission Statement

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Immortalitea, leading North American on-line seller of gourmet teas and herbs announced today a new five-year mission statement, ?In the next five years Immortalitea will create sustainable livelihoods for 100 family tea and herb farms and their workers and connect and engage 50,000 tea and herb lovers with the art of craft teas.?

Owner and Founder, Ralph Kenney, explained on the Immortalitea blog site that he had selected a five year time frame because ?it?s far enough out that we can accomplish big things but soon enough that I can see the path from where we are to where we want to be.?

The new mission statement puts Immortalitea on the leading edge of the movement to create more direct connections between tea consumers and tea producers. Going forward, the company intends to provide multi-media profiles of every producer, offer its customers the opportunity to group-fund new start-up tea producers, and, following a Groupon-type model, purchase entire crops of small craft tea and herb producers.

?We see our mission as two-fold, educate consumers about the craft of tea production and consumption and relieve craft tea farmers from the burden of marketing so they can focus on what they do best, growing world-class tea and herbs,? said Kenney.

More information about Immortalitea and their new mission is available at Immortalitea Mission.

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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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