Immortalitea Announces Clearance of 2015 Connoisseur Collection Teas

March 22, 2016

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Leading North American tea company, Immortalitea, announced today clearance sale pricing on their entire line of Connoisseur Collection Teas. Immortalitea specializes in high-end loose-leaf teas. The company has received significant press recently due to their popular and innovative packaging.

On the company website, the company explains that the Spring 2016 crop of teas is soon to be available and that in order to accommodate the incoming new harvest they need to liquidate as much of the current stock as possible. In some cases, a company spokesperson admitted, the prices are below cost.

?We realize that we will take a short-term financial hit. We believe that in order maintain our reputation for offering only the highest quality and freshest teas, this liquidation is necessary. It is a great opportunity for consumers unfamiliar with our brand to give us a try with minimal investment. In the end, we think it will be a win-win.?

Immortalitea is privately held and does not release financials. Analysts consulted suggested that this kind of liquidation is not unusually for a fast-growing company still struggling with inventory management issues and

is unlikely to slow the company?s growth.

Interested parties can learn more about Immortalitea at their website, http://www.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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