



Press Release

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## **Irving – the Essence of a Good Day**

**It has just launched the 1st advertising campaign of the new tea brand called Irving; the campaign is entitled „The Essence of a Good Day”. The producer of this tea brand, the Company Inntea Ltd., is going to invest, only within this year, the amount of 13 (thirteen) millions PLN for advertising campaign and promotional activities for this particular brand.**

Irving – this is a new brand of the Premium segment tea blends. It is produced by Inntea Ltd. The Irving brand includes 25 kinds of tea – from traditional black, green and earl grey tea, to the lines of exclusive tea blends (the Gardens of Orient) as well as absolutely innovative tea cocktails (a mix of black tea, fruits and spices). Each package contains 25 bags, depending on the tea type, and its cost will be between from 5 to 7 PLN. Author of advertising activity plan is the Testardo Red Cell Agency, whereas MediaComm Warsaw Poland is responsible for the purchase of advertising media for this campaign.

More information concerning this New Brand are available at [www.irvingtea.com](http://www.irvingtea.com)

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