

Press Release: Immediate Release

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Malaysians don't just make great food, but they also make great TEA.

Home grown natural infusion tea, Rhymba Hills® picked up a highly prized Great Taste 1-Star award after an intensive judging by a panel of more than 500 Judges over 89 days in Dorset and London. Recognised as a stamp of excellence and actively sought out by food lovers and retailers alike, Great Taste Awards, organised by the Guild of Fine Food, values taste above all else. All products in the line-up for judging are blind tasted - every product is removed from its packaging so it cannot be identified, before entering a robust, layered judging process. Three variants emerged the winner - Rhymba Hills® Reelax, Rhymba Hills® Reevitalise and Rhymba Hills® Reefresh.

Some of judges comments on Rhymba Hills® were..

"...enjoyable verdant aroma on the nose. On the palate, the lemongrass comes through, offering a smoothness and almost sweetness, with an enjoyable green, vegetal flavour. An enjoyable blend that successfully marries the two flavours, offering a gentle and interesting drink..."

'food and drink that delivers fantastic flavour..."

"...refreshing and invigorating - a drink to brighten your mood, and give your digestive tract a little boost ..."

Ciinndey Wong, the CEO and Founder of Ladang Sari international Sdn Bhd which produces Rhymba Hills® Tea comments: "We are so proud to be adding the prestigious black and gold Great Taste badge of honour to our Rhymba Hills® range of sugar free and caffeine free tea infusion. Being recognised with a Great Taste 1-star means so much to independent producers such as myself, as it makes all the hard work and determination worth it, especially since this is our second International Award."

In 2021 Rhymba Hills® won the AVPA (The Agency for the Valorization of Agricultural Products) Gourmet Medal for fine caffeine free infusion taste in Paris, France.

Founder Ciinndey Wong created Rhymba Hills® in 2014 with a vision of supplying natural infusion tea using Malaysia's popular herbal plants – lemongrass, Bentong ginger, pandan, misai Kucing and many more. Over years of development and testing, Rhymba Hills® can testify to millions of satisfied customers who not only love it for its aromatic flavour but also to health benefits in consuming a 100% natural tea infusion with no sugar and no caffeine. Rhymba Hills® is certified Halal and is available in premium supermarkets like Jaya Grocer, Village Grocer, AEON and BIG supermarkets, and also sold online. It is also distributed in Singapore and now with this win, Rhymba Hills® will soon be introduced to the UK market when it makes its debut at the Speciality and Fine Food Fair, held from September 11-12, 2023 at Olympia London.

For more information about Ladang Sari International Sdn Bhd, visit www.RhymbaHillsTea.com or +6010-2088 993/+603-7859 9538

For more information on the Great Taste Awards and the full list of this year's winners, can be found at www.greatasteawards.co.uk.



Ciinndey Wong, CEO and Founder, Ladang Sari International Sdn Bhd