



PRESS RELEASE

9, October 2007
LUPICIA Co., Ltd.

Dear Press Officers

Co-developed by LUPICIA and Suntory

The finest oolong tea "Dahangpao" and its bottled beverage

— Released in a limited quantity —



LUPICIA, a tea manufacturer and retailer operating 96 shops nationwide and overseas co-developed the finest oolong tea products with Suntory Ltd. (Headquartered in Osaka, Chairman of the Board, Nobutada Saji). Among the various Wuyi oolong teas, tealeaves of "Four Great Rock Oolong tea", Dahongpao, Tielohan, Baijiguan and Shuijingui and bottled beverage of Dahangpao will be distributed from 27 October 2007* in a limited quantity though both company's websites and LUPICIA's shops nationwide.

"Communicating the profound world of oolong tea and stories about oolong tea to many people". This was a shared passion of LUPICIA and Suntory. This passion turned into an oolong tea project by a tea specialty shop LUPICIA and a beverage manufacturer Suntory. It is said that the origin of oolong tea drunk in Japan is Wuyi oolong tea produced in Wuyi Mountains and the neighboring area in China. Among the various Wuyi oolong teas, LUPICIA and Suntory are releasing rare and wonderful "Four Great Rock Oolong teas", Dahongpao, Tielohan, Baijiguan and Shuijingui in a limited quantity.

■ **Link to LUPICIA Co., Ltd.** (Japanese)

<http://www.lupicia.co.jp/information/profile.shtml>

■ **Link to Suntory Ltd.** (Japanese)

<http://www.suntory.co.jp/company/info/>

■ Product information

“Suntory oolong cha DAHONGPAO” (330ml bottled beverage and tealeaf set)

One of the Four Great Rock Oolong tea, “Dahangpao” is described as a “King of tea” and a legend has it that only the emperor was allowed to drink this precious tea. This rare tea has a uniquely robust aftertaste that tenderly lingers in your month. LUPICIA and Suntory proudly present the tealeaves and beverage of this luxurious tea.

[King of oolong tea]

Dahangpao entitles the name of “King of oolong tea” as it has superb aroma and rich taste. Elegant aftertaste will linger in your mouth.

[Bottled beverage 330ml]

A beverage made from pure Dahangpao tealeaves from Fujian province in China has an aroma like an orchid flower and deep taste. Enjoy the full-bodied taste and rich aftertaste.

“Suntory Oolong Cha TIELUOHAN (loose tea)

TIELUOHAN is probably the most well-known among the “Four Great Wuyi tea” and it is said that it was one of the most expensive oolong teas in the middle of 19th century. It combines a sweet and pleasant aroma with a rich scent and a deep, strong flavor.

“Suntory Oolong Cha BAIJIGUAN (loose tea)

The name means a white cockscomb because the shape of tealeaves looks like it. This tea is gently aromatic and has a light-bodied taste.

“Suntory Oolong Cha SHUIJINGUI (loose tea)

This oolong tea is delightfully aromatic and has a rich taste. Refreshing aftertaste has a touch of citrus aroma.



■ Product details

Product name	Content	Price (tax excl.)	Quantity
Suntory Oolong Cha DAHANGPAO	330ml./ bottle	¥1,200	43,500
Suntory Oolong cha DAHANGPAO Tealeaves	25g / tin	¥5,000	3,250
Suntory Oolong cha TIELUOHAN Tealeaves ^{*1}		¥3,500	2,250 each
Suntory Oolong cha BAIGUANJI Tealeaves ^{*1}			
Suntory Oolong cha SHUIJINGUI Tealeaves ^{*1}			
Suntory Oolong cha Four Great Rock Oolong tea set	25g/ tin x 4	¥15,000	750
Suntory Oolong cha DAHANGPAO bottle and tealeaves set	330ml./ bottle and 25g/tin	¥6,000	1,500

■ Release date September 27, 2007

※1 Suntory's release of 25g tins of TIELUOHAN, BAIGUANJI and SHUIJINGUI will be middle of November 2007.

■ Sales channels**• LUPICIA Online**

TEL 0120-94-8642 (13:00-21:00) FAX 0120-04-0324 (24 Hours) (English)

To purchase through online, please visit at: <http://www.lupicia.com/>

(Japanese)

• LUPICIA shops nationwide

***These products can be ordered at some shops. Please ask at the shop directly.**

• Suntory Consumer Center (Japanese)

TEL 0120-070-100 (Weekdays 9:00-20:00, Weekends and public holidays 9:00-18:00)

FAX 0120-090-100 (24 hours)

To purchase through online, please visit at: <http://www.suntory.jp/oolong/>

■ Customer support

(Tealeaves)

LUPICIA Customer support (English)

Toll-Free 0120-94-8642 (13:00-21:00)

Address 8-13 Daikanyama, Shibuya, Tokyo 150-0034

Website: <http://www.lupicia.com/english/>

(Bottled beverage)

Suntory Consumer Center (Japanese)

Toll-free 0120-139-320

Address 2-1-40, Dojimahama, Kita-ku, Osaka, Osaka 530-8203

Website: <http://www.suntory.co.jp/>

■ Press contact**LUPICIA Press office (English)**

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