



Cérémonie
Tea Blends & Herbal Infusions

Ben Gurion Airport, Israel July 17, 2016

FOR IMMEDIATE RELEASE

CÉRÉMONIE LANDS IN ONE OF WORLD'S LARGEST DUTY FREE SHOPS

Cérémonie Tea is flying off the shelves in JR/Duty Free, James Richardson, at Terminal 3 in **Ben Gurion Airport, Tel Aviv**. With Cérémonie on JR/Duty Free shelves, travelers can now choose from a variety of premium Mini Cube tea gifts. Tea has unique, universal appeal as a gift that everyone can enjoy.

Shopping within the modern and stylish surroundings of a JR/Duty Free Store is a complete experience. With JR/Duty Free, the experience is the convenience of finding everything within one store. The large 3,000 square meter duty free shop, trading as JR/Duty Free, at Israel's Tel Aviv Ben Gurion airport is one of the biggest duty free shops in the world.

Cérémonie blends whole leaf teas, highest quality herbs, spices, and flowers, to provide delightful taste and aroma wrapped in eye-catching designs, providing innovative, gourmet tea gifts with a flair for style. Cérémonie's offerings in JR include the Sampler, Tea Gift Collection, and Party Tray.

Cérémonie products are merchandised in all corners of the world: The Americas, Europe, Asia, Middle East, and Africa. In particular, Cérémonie has grown in Israel, Italy, Germany, Taiwan, and USA. In local markets, Cérémonie can be found in trendy boutique stores, high end grocery and natural food chains, specialty beverage stores, and gift shops. In addition, its premium products can be found in boutique hotels and coffee shops including top luxury hotels such as *The Ritz Carlton* and the *Waldorf Astoria*.

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JR/DUTY FREE
JAMES RICHARDSON

