



For Immediate Release:

TEA AND MILK™ BREATHES NEW LIFE INTO TRADITIONAL TEA-BREWING WITH CONCEPT TEAS

Three Friends Bring Their Vision of Tea Making To Astoria, New York

New York, NY (April 5th, 2015) – Traditional tea gets a second act in the hands of three friends, Kendy Ng, Wilson Ng, and Mathew Wong, as they announce the opening of the TEA AND MILK™ flagship located at 32-02 34th Avenue in Astoria, Queens.

“Concept Tea” is the brainchild of their creators. Each cup is uniquely brewed with respect to the ingredients, the natural flavors, its original and the creators’ vision of what a perfect cup of tea should be like in the 21st century.

Tea was first discovered in 2737 BC by Chinese Emperor Shen-Nung, also known as the “Divine Healer,” when as legend goes, some tea leaves accidentally blew into the Emperor’s pot of boiling water. “Tea has taken on new forms – hot, cold, powdered, packaged, ready-to-drink – you name it and there is a variation,” says Wilson Ng.

Tea and Milk doesn’t believe in artificial flavors and pre-mixed powders. “The world is much more fast-paced but keeping tradition is just as important as keeping up with the times,” says Wong. “It’s also about respect – respect for the person who brewed the tea and the person who will be drinking the tea.”

“We struggled with finding the right medium for introducing quality,” says Kendy Ng, an accountant by day and tea connoisseur by night. “We brewed the idea of ‘Concept Tea’. The idea is you can’t expect a young person to appreciate a cup of tea like our ancestors did centuries ago but according to The US Tea Association, ‘approximately four in five consumers drink tea, with Millennials being the most likely (87% of millennials drink tea)’.”

The first step was testing the market. The business started at local markets in 2013 when outdoor food fairs became a popular destination for New Yorkers. Tea and Milk quickly became a regular and crowd favorite at the weekend flea market in Long Island City in particular.

“We attribute Tea and Milk’s popularity to the quality ingredients that we offer and the special care we

take in preparing our concept teas,” says Wong. Each cup of freshly brewed tea involves months of testing. Getting tea leaves into a tea cup is not an easy feat. Wong adds, “My grandpa owned a tea plantation in China. I can only imagine that he will say something like each cup of tea is the result of a lot of sweat and tears.”

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