

New study reveals what your morning beverage says about you

More people are choosing tea over alcohol

Use Rooibos to soothe diverticular disease

In this newsletter, we read more about a new study that tells us what your morning beverage of choice says about you. We also bring you news of another study that indicates that more people are ditching alcohol for tea. Find out why below.

We also bring you news about an exciting range of Bridgerton-inspired teas, one of which contains Rooibos.

We also take a look at a new article in the popular Rooi Rose magazine, which takes a look at diverticular disease and diverticulitis. Learn more about how Rooibos could help ease this condition below.

New study reveals what your morning beverage says about you



Millions of South Africans reach for a cup of tea or coffee each morning. Ever wonder why you favour one beverage in particular?

According to a study conducted by international market research agency, OnePoll, your morning cuppa says a lot about who you are. Researchers found significant personality differences among the 2 000 Americans they examined based on their morning beverage of choice.

Contrary to popular belief, researchers found coffee drinkers to be more introverted and creative than tea drinkers, who describe themselves as extroverts that enjoy social interaction and crave adventure.

Click [here](#) to read more.

More people are choosing tea over alcohol



More people than ever are choosing a cup of tea over alcohol, and the generation that's most likely to make the switch are Millennials aged between 26 and 41.

This is according to a recent survey conducted by Mintel – a market intelligence agency that tracks consumer trends around the world.

Adele du Toit, spokesperson for the SA Rooibos Council (SARC) says that in SA too, consumers are feeling the pinch amid high inflation and many view good quality tea as an affordable treat when compared to alcoholic beverages.

Click [here](#) to read more.

The Republic of Tea Launches New Flavors Including Rooibos



The Republic of Tea has teamed up with Netflix and Shondaland to release three brand-new flavors in honor of Queen Charlotte: A Bridgerton Story (which premieres on May 4): Young Queen Charlotte Amethyst Berry Tea, Young King & Queen Royal Celebration Black Tea, and Young Lady Danbury Topaz Citrus Herbal Tea.

"The blends are inspired by the storyline of the Bridgerton prequel spinoff, centered on Queen Charlotte's rise to prominence and power," the press release read. "The limited-edition tea blends were formulated with premium ingredients that brew bold-hued, jewel-tone cups of tea that complement the artful tins."

The organic green Rooibos is paired with orange peel, white hibiscus, blue butterfly pea flower, lemon and more to create this dynamic blend.

Click [here](#) to read more.

Use Rooibos to soothe diverticular disease



A new article in the popular Rooi Rose magazine took a look at diverticular disease and diverticulitis. These are related digestive conditions that affect the large intestine (colon). In diverticular disease, small bulges or pockets (diverticula) develop in the lining of the intestine.

In the article, various remedies for this disease were discussed. Among other things, the article suggests that those suffering from diverticulitis drink more Rooibos tea, as it can help to reduce symptoms patients living with the disease often suffer.

Read the full article [here](#).

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