

# Press Release



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## ***For immediate release***

### **Austin's first full-service tea lounge to open in The Domain**

AUSTIN – (October 31, 2006) – Amy March and Emily Morrison have been tasting some ten to twenty teas a day in preparation for the grand opening of their full-service, contemporary tea lounge and retail store, The Steeping Room. The tea lounge is set to open in March 2007 at The Domain shopping center, located at the corner of MoPac Expressway and Braker Lane.

Sherry Naquin Sanchez, a Retail Specialist with NAI Commercial Industrial Properties Co., represented The Steeping Room in the transaction. “The introduction of The Steeping Room into the market could not have come at a better time with the growing popularity of tea for its health benefits,” she says. “Even national chain restaurants are incorporating teas into their menu.”

In addition to a core set of 80-100 teas that will be available year-round, The Steeping Room will feature seasonal Darjeelings and young, spring greens that are best drunk fresh after harvest as well as holiday specialty blends. The lounge also includes a restaurant component, serving fresh and inspired foods with a special focus on local and seasonal ingredients. Many of the dishes incorporate tea as an accent, such as the jasmine tea smoked salmon and chai bread pudding. The menu will also include suggested pairings of food and tea and the staff will be extensively trained, much like sommeliers, to help guests with any tea-related decisions.

March, formerly the Tea Specialist at Central Market, and Morrison, whose background is in restaurant management, say they want The Steeping Room to be a place of sanctuary, social connection and, most importantly, a place where one can learn more about the ever-growing and amazing world of specialty and hand-crafted teas. “We really want to bring the rich history and global culture of tea and

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## The Steeping Room/pg. 2

tea-crafting forward,” says March, noting that some of the tea styles available have been around for centuries.

They are also taking the time to make sure the lounge reflects aspects of the natural world of Texas and the Hill Country. “We want The Steeping Room to reflect the people of Texas and their environment,” explains Morrison. “Tea and the enjoyment of it is such a wonderful expression of our natural world and we want to bring that into the very personal experience that our guests will enjoy.” They are striving to make the lounge accessible to everyone - an experience that will inspire customers to return again and again.

“It was a pleasure working with the great principals of the Steeping Room,” says Sanchez. “Their attention to detail will ensure the customers of the Domain, who expect the highest quality, will feel at home while receiving ultimate customer service.”

NAI Commercial Industrial Properties Co. is one of Austin’s most experienced commercial real estate firms and the Austin area representative for NAI Global™, the industry’s largest global network of real estate service-providers, comprising 3,500 brokers in 300 offices serving more than 340 markets worldwide. For more information on NAI CIP, please visit [www.naicip.com](http://www.naicip.com).

For more information on The Steeping Room, please visit [www.thesteepingroom.com](http://www.thesteepingroom.com).

