

Media Release – For Immediate Distribution

Nerada Tea Visitors Centre launches new brochure

Nerada Tea is Australia's largest grower and supplier of tea. At the home of Nerada Tea on the Cairns Highlands, there is over 1000 acres of tea planted producing a tea blend that has been over 100 years in the making.

The Nerada Tea Visitors Centre is located approximately 10 minutes from the town of Malanda on the Cairns Highlands and welcomes visitors on a daily basis. The centre has just launched its new brochure which details the 45 minute Nerada Tea Touring Experience - which is a must for any lover of tea, the history of Nerada Tea and a series of itineraries for the Cairns Highlands for the self drive traveller.

The new brochure can be downloaded [here](#)

As well as launching its new brochure Nerada Tea has also joined forces with Thrifty Rentals to promote road safety on the roads of the Tropical North this Christmas holiday season. The two companies have developed a campaign whereby every person who rents a Thrifty rental car will see, as soon as they enter their car, a message promoting not only the regions wonderful natural attributes but also a message to do so safely and *"to pull over and take a break while you are on the road this Christmas/ New Year period.*

To further encourage visitors to do this, Nerada Tea has provided complimentary bags of its locally grown tea for all renters of Thrifty cars to enjoy while they are in the region.

General Manager of Nerada Tea Andrew Weavers said "We were delighted to develop this campaign concept. We very much want to ensure that the visitors to the Tropical North have not only a fantastic holiday experience but also a very safe one as well.

Regional Manager of Thrifty Rentals Michael Stewart went on to say "Sometimes the message of road safety is only promoted through the Police and other Emergency services. We are very glad to be doing our part in also promoting this message which will be seen in over 1000 cars over the Christmas/New Year period.

So the next time you have clients visiting the Tropical North get them to take time to Discover and Experience Australia's Own Tea – Nerada Tea.

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For More Information

Michael Nelson

Managing Director Etch Tourism Marketing

Michael@etchmarketing.com.au

+61437 022 330