

NEW!

# CELESTIAL<sup>™</sup> LATTES

## Celestial<sup>™</sup> Lattes Aseptic Concentrates

### Description

Introducing Celestial<sup>™</sup> Lattes – a new line of concentrated tea lattes with on-trend flavors inspired by the “secret menus” at the world’s best coffeehouses. Ready to blend at home with milk or any non-dairy alternative, Celestial Lattes provide barista-quality beverages brimming with the goodness of real brewed tea.

Available in four varieties:

- ▶ **Dirty Chai** – lively masala chai spiked with bold espresso
- ▶ **Matcha Green** – a smooth blend of brewed green tea and traditional matcha
- ▶ **The Godfather** – authentic masala chai with bold espresso and rich cocoa
- ▶ **Mountain Chai** – a traditional masala chai with ginger, cardamom and cloves

### Selling Story

Consumer demand is growing for coffeehouse-style beverages that have the healthfulness of tea without sacrificing exciting new flavors. Innovative tea lattes satisfy this demand while providing the convenience factor and ability to customize that these consumers expect.

- ▶ Shelf-Stable Tea Concentrates is now a \$9 million category, up +30.8% in Grocery.<sup>1</sup>
- ▶ 42% of consumers would like to see more indulgent flavors & chai tea offerings in RTD formats.<sup>2</sup>
- ▶ 41% of Millennials believe there should be more chai tea offerings.<sup>2</sup>

<sup>1</sup>Nielsen, 12 weeks ending 8/23/2014

<sup>2</sup>Mintel, Tea and RTD Tea US, July 2014



# SPECS



## Dirty Chai

**INGREDIENTS:** FILTERED WATER, CANE SUGAR, BREWED BLACK TEA, CARAMEL COLOR, ESPRESSO, NATURAL FLAVOR, HONEY, CITRIC ACID, CINNAMON, XANTHAN GUM, CLOVE, CARDAMOM AND GINGER.



## Matcha Green

**INGREDIENTS:** FILTERED WATER, CANE SUGAR, MATCHA AND BREWED GREEN TEA BLEND, PLANT COLOR EXTRACT (NETTLE, SPINACH AND TURMERIC ROOT), NATURAL FLAVOR AND XANTHAN GUM.



## The Godfather

**INGREDIENTS:** FILTERED WATER, CANE SUGAR, BREWED BLACK TEA, CARAMEL COLOR, NATURAL FLAVOR, COCOA EXTRACT, ESPRESSO, HONEY, CITRIC ACID, CINNAMON, CLOVE, XANTHAN GUM, GINGER AND CARDAMOM.



## Mountain Chai

**INGREDIENTS:** FILTERED WATER, CANE SUGAR, BREWED BLACK TEA, CARAMEL COLOR, NATURAL FLAVOR, HONEY, CITRIC ACID, CINNAMON, XANTHAN GUM, CLOVE, GINGER AND CARDAMOM.

## LATTE ASEPTIC CONCENTRATES

Product Specifications	Dirty Chai	Matcha Green	The Godfather	Mountain Chai
SKU Order #	52984	52986	52985	52983
Order Unit of Measure	Case	Case	Case	Case
Item UPC	0 70734 52984 9	0 70734 52986 3	0 70734 52985 6	0 70734 52983 2
Item Size	32 oz	32 oz	32 oz	32 oz
Bag Count	n/a	n/a	n/a	n/a
Case Pack	6	6	6	6
Item Dimension (HxWxL)	8.469" x 3.750" x 2.5"	8.469" x 3.750" x 2.5"	8.469" x 3.750" x 2.5"	8.469" x 3.750" x 2.5"
Case GTIN	1 00 70734 52984 6	1 00 70734 52986 0	1 00 70734 52985 3	1 00 70734 52983 9
Case Dimension (HxWxL)	8.625" x 7.625" x 7.625"	8.625" x 7.625" x 7.625"	8.625" x 7.625" x 7.625"	8.625" x 7.625" x 7.625"
Case Cube	0.29	0.29	0.29	0.29
Case Gross Ship Weight	13.93 lb	13.93 lb	13.93 lb	13.93 lb
Cases/Pallet	150	150	150	150
Cases/Layer	30	30	30	30
Tie x High	30 x 5	30 x 5	30 x 5	30 x 5
Pallet Dimension (HxWxL)	48.5" x 40" x 48"	48.5" x 40" x 48"	48.5" x 40" x 48"	48.5" x 40" x 48"
Pallet Gross Ship Weight	2,150 lb	2,150 lb	2,150 lb	2,150 lb
Pallets per Truckload	20	20	20	20
Caffeine Status	Contains Caffeine	Contains Caffeine	Contains Caffeine	Contains Caffeine
Kosher	OU	OU	OU	OU
Gluten Status	Gluten Free	Gluten Free	Gluten Free	Gluten Free
Shelf Life	12 months	12 months	12 months	12 months
Organic	Non-Organic	Non-Organic	Non-Organic	Non-Organic
FOB Point	Alexandria, MN or Boulder, CO	Alexandria, MN or Boulder, CO	Alexandria, MN or Boulder, CO	Alexandria, MN or Boulder, CO
Organic	Non-Organic	Non-Organic	Non-Organic	Non-Organic
FOB Point	Boulder, CO	Boulder, CO	Boulder, CO	Boulder, CO

[www.celestialseasonings.com](http://www.celestialseasonings.com)