

NEW!

CELESTIAL™ LATTES

Celestial™ Lattes Ready-to-Drink Bottles

Description

Introducing Celestial™ Lattes – a new line of grab-and-go tea lattes with on-trend flavors inspired by the “secret menus” at the world’s best coffeehouses. Made with 2% milk and sweetened with pure cane sugar, 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 and provide the convenience factor these consumers expect.

- ▶ RTD tea and coffee grew 25% in 2013, making it the 5th fastest growing segment in total grocery.¹
- ▶ 42% of consumers would like to see more indulgent flavors & chai tea offerings in RTD formats.¹
- ▶ Bagged chai tea sales are hot – up +13.3% in xAOC.²

¹Mintel, Tea and RTD Tea US, July 2014

²Nielsen, 4 weeks ending 10/25/2014





Dirty Chai

INGREDIENTS: REDUCED FAT MILK, FILTERED WATER, CANE SUGAR, BREWED CHAI TEA (FILTERED WATER, BLACK TEA BLEND, CARAMEL COLOR, CANE SUGAR, NATURAL FLAVOR, HONEY, CITRIC ACID, CINNAMON, CLOVE, GINGER, CARDAMOM), POTASSIUM CITRATE, PECTIN AND ESPRESSO.



Matcha Green

INGREDIENTS: REDUCED FAT MILK, BREWED MATCHA AND GREEN TEA BLEND, CANE SUGAR, PLANT COLOR EXTRACT (NETTLE, SPINACH AND TURMERIC ROOT), NATURAL FLAVOR, CARRAGEENAN AND GUAR GUM.



The Godfather

INGREDIENTS: REDUCED FAT MILK, FILTERED WATER, CANE SUGAR, BREWED CHAI TEA (BLACK TEA BLEND, CARAMEL COLOR, CANE SUGAR, FILTERED WATER, NATURAL FLAVOR, HONEY, CITRIC ACID, CINNAMON, CLOVE, GINGER, CARDAMOM), POTASSIUM CITRATE, COCOA EXTRACT, PECTIN AND ESPRESSO.



Mountain Chai

INGREDIENTS: REDUCED FAT MILK, FILTERED WATER, CANE SUGAR, BREWED CHAI TEA (CANE SUGAR, FILTERED WATER, BLACK TEA BLEND, CARAMEL COLOR, NATURAL FLAVOR, HONEY, CITRIC ACID, CINNAMON, CLOVE, GINGER, CARDAMOM), POTASSIUM CITRATE AND PECTIN.

LATTE READY TO DRINK BOTTLES

Product Specifications	Dirty Chai	Matcha Green	The Godfather	Mountain Chai
SKU Order #	53341	53344	53343	53342
Order Unit of Measure	Case	Case	Case	Case
Item UPC	0 70734 53341 9	0 70734 53344 0	0 70734 53343 3	0 70734 53342 6
Item Size	9.5 oz	9.5 oz	9.5 oz	9.5 oz
Bag Count	n/a	n/a	n/a	n/a
Case Pack	12	12	12	12
Item Dimension (HxWxD)	6.00" x 2.382" x 2.382"	6.00" x 2.382" x 2.382"	6.00" x 2.382" x 2.382"	6.00" x 2.382" x 2.382"
Case GTIN	1 00 70734 53341 6	1 00 70734 53344 7	1 00 70734 53343 0	1 00 70734 53342 3
Case Dimension (HxWxL)	6.25" x 10" x 7.25"	6.25" x 10" x 7.25"	6.25" x 10" x 7.25"	6.25" x 10" x 7.25"
Case Cube	0.262	0.262	0.262	0.262
Case Gross Ship Weight	13.48 lb	13.48 lb	13.48 lb	13.48 lb
Cases/Pallet	140	140	140	140
Cases/Layer	20	20	20	20
Tie x High	20x7	20x7	20x7	20x7
Pallet Dimension (HxWxL)	49.25" x 40" x 48"	49.25" x 40" x 48"	49.25" x 40" x 48"	49.25" x 40" x 48"
Pallet Gross Ship Weight	1,937 lb	1,937 lb	1,937 lb	1,937 lb
Pallets per Truckload	20	20	20	20
Caffeine Status	Contains Caffeine	Contains Caffeine	Contains Caffeine	Contains Caffeine
Kosher	Circle-U Dairy	Circle-U Dairy	Circle-U Dairy	Circle-U Dairy
Gluten Status	Gluten Free	Gluten Free	Gluten Free	Gluten Free
Shelf Life	9 months	9 months	9 months	9 months
Organic	Non-Organic	Non-Organic	Non-Organic	Non-Organic
FOB Point	Haverstraw, NY	Haverstraw, NY	Haverstraw, NY	Haverstraw, NY