

NEW!

CELESTIAL™

LOOSE LEAF TEA

Celestial™ Loose Leaf Tea Blending Kits

Description

Introducing new Celestial™ Loose Leaf Tea Blending Kits. These premium tea kits provide individually packaged whole-leaf teas, fine botanicals and flavorful additions – letting consumers “customize their cup” by making their own blend each time.

Available in three varieties:

- ▶ **Chocolate Orange Black Tea** – with organic Assam black tea, organic orange peel and organic cocoa nibs, plus rock sugar
- ▶ **Hibiscus Sangria Herbal Tea** – with organic hibiscus, organic orange peel and organic pineapple, plus rock sugar
- ▶ **Gen Mai Cha Green Tea with Matcha** – with organic sencha green tea, organic toasted rice & popcorn and organic matcha

Selling Story

Consumers are increasingly seeking out products that allow them to create their own personalized experiences – as evidenced by the increased popularity of loose leaf teas and high-end tea shops. Loose leaf tea products that offer a customizable tea experience at home are well positioned to benefit from this trend.

- ▶ Loose Leaf Tea sales are up +29% in xAOC¹ and +20.4% in Natural.²
- ▶ Innovation centered around customizing the tea brewing experience is booming.³
- ▶ 55% of Millennials are drinking more loose leaf tea than they did just 3 months ago.⁴

¹Nielsen, 12 weeks ending 2/14/2015

²SPINS, 12 weeks ending 1/25/2015

³Datamonitor March 2014

⁴Mintel, Tea and RTD Tea US, July 2014





Chocolate Orange Black Tea

INGREDIENTS: ORGANIC ASSAM BLACK TEA, ORGANIC ORANGE PEEL, ORGANIC ROASTED COCOA NIBS, ROCK SUGAR AND NATURAL ORANGE FLAVOR.



Hibiscus Sangria Herbal Tea

INGREDIENTS: ORGANIC HIBISCUS, ORGANIC ROSEHIPS, ORGANIC ORANGE PEEL, ORGANIC LEMON PEEL, NATURAL SANGRIA FLAVOR, ROCK SUGAR AND ORGANIC PINEAPPLE FRUIT.



Gen Mai Cha Green Tea

INGREDIENTS: ORGANIC SENCHA GREEN TEA, ORGANIC TOASTED RICE, ORGANIC MATCHA GREEN TEA AND ORGANIC POPCORN.