

NEW!

CELESTIAL[™] ORGANICS

Celestial[™] Organics Kombucha

Description

From Celestial Seasonings® – one of the most trusted names in tea – comes Celestial[™] Organics Kombucha. The line has been updated with a fresh new look, improved formulas, and is now available in two delicious new flavors.

What's New for 2015:

- ▶ New premium packaging enhances appearance on shelf
- ▶ “Celestial Organics” re-branding clearly communicates the high quality USDA Organic ingredients
- ▶ Flavor names are streamlined to reduce consumer confusion
- ▶ New on-trend ingredients like kale, acai and coconut water enhance better-for-you appeal

Now available in six varieties:

- ▶ NEW! Concord Grape
- ▶ Blueberry Pomegranate + Acai
- ▶ Meyer Lemon Ginger
- ▶ NEW! Coconut Lime Hibiscus + Coconut Water
- ▶ Berry Guava + Elderberry
- ▶ Tropical Super Green + Kale

Selling Story

Already a favorite RTD item in Natural, Kombucha is quickly growing in Grocery, Mass and other conventional channels.

- ▶ Sales of Kombucha in the U.S. are expected to reach \$500 million by 2015.¹
- ▶ Kombucha sales are up 19.4% in Natural² and 63.3% in Grocery³.
- ▶ 15% of consumers are looking to increase purchase of premium-positioned natural, organic products next year.⁴

¹Whole Foods Magazine, April 2013 ²SPINs, units, 12wks ending 11/2/14 ³SPINs, Conventional, units, 12wks ending 11/2/14 ⁴IRI, “Premium Products Primed to Perform”



SPECS



Blueberry Pomegranate

INGREDIENTS: RAW KOMBUCHA* (PURIFIED WATER, EVAPORATED CANE SYRUP*, KOMBUCHA CULTURE* AND TEA*), BLUEBERRY JUICE CONCENTRATE*, NATURAL STRAWBERRY FLAVOR*, ELDERBERRY JUICE CONCENTRATE*, POMEGRANATE BERRY BLEND EXTRACT* (POMEGRANATE*, ACAÍ BERRY* AND GOJI BERRY*) AND PROBIOTIC CULTURE. *CERTIFIED ORGANIC



Tropical Super Green

INGREDIENTS: RAW KOMBUCHA* (PURIFIED WATER, EVAPORATED CANE SYRUP*, KOMBUCHA CULTURE* AND TEA*), TROPICAL JUICE BLEND* (APPLE*, PEAR*, CLARIFIED MANGO* AND ORANGE JUICE* CONCENTRATES, WATER, ORGANIC FLAVORS AND CITRIC ACID), KALE JUICE CONCENTRATE*, SPIRULINA* AND PROBIOTIC CULTURE. *CERTIFIED ORGANIC



Meyer Lemon Ginger

INGREDIENTS: RAW KOMBUCHA* (PURIFIED WATER, EVAPORATED CANE SYRUP*, KOMBUCHA CULTURE* AND TEA*), LEMON JUICE BLEND* (APPLE*, PEAR*, AND LEMON JUICE* CONCENTRATES, WATER, CITRIC ACID AND ORGANIC FLAVORS), NATURAL MEYER LEMON FLAVOR*, GINGER JUICE* AND PROBIOTIC CULTURE. *CERTIFIED ORGANIC



Coconut Lime Hibiscus

INGREDIENTS: RAW KOMBUCHA* (PURIFIED WATER, EVAPORATED CANE SYRUP*, KOMBUCHA CULTURE* AND TEA*), COCONUT WATER CONCENTRATE*, LIME TROPICAL JUICE BLEND* (APPLE*, PEAR*, LIME*, CLARIFIED MANGO* AND ORANGE* JUICE CONCENTRATES, WATER, ORGANIC FLAVORS AND CITRIC ACID), NATURAL COCONUT FLAVOR* WITH OTHER NATURAL FLAVORS*, HIBISCUS POWDER*, SEA SALT AND PROBIOTIC CULTURE. *CERTIFIED ORGANIC



Berry Guava

INGREDIENTS: RAW KOMBUCHA* (PURIFIED WATER, EVAPORATED CANE SYRUP*, KOMBUCHA CULTURE* AND TEA*), BLUEBERRY JUICE CONCENTRATE*, NATURAL HUCKLEBERRY* AND BLUEBERRY* FLAVORS, ELDERBERRY JUICE CONCENTRATE*, NATURAL PINK GUAVA* AND PASSION FRUIT* FLAVORS AND PROBIOTIC CULTURE. *CERTIFIED ORGANIC



Concord Grape

INGREDIENTS: RAW KOMBUCHA* (PURIFIED WATER, EVAPORATED CANE SYRUP*, KOMBUCHA CULTURE* AND TEA*), CONCORD GRAPE JUICE CONCENTRATE* AND PROBIOTIC CULTURE. *CERTIFIED ORGANIC

CELESTIAL ORGANICS KOMBUCHA

Product Specifications	Blueberry Pomegranate	Meyer Lemon Ginger	Berry Guava	Tropical Super Green	Coconut Lime Hibiscus	Concord Grape
SKU Order #	51969	51966	51970	51968	52741	52742
Order Unit of Measure	Case	Case	Case	Case	Case	Case
Item UPC	0 70734 51969 7	0 70734 51966 6	0 70734 51970 3	0 70734 51968 0	0 70734 52741 8	0 70734 52742 5
Item Size	16 fl oz	16 fl oz	16 fl oz	16 fl oz	16 fl oz	16 fl oz
Case Pack	6	6	6	6	6	6
Item Dimension (HxWxD)	8.25" x 2.94" x 2.94"	8.25" x 2.94" x 2.94"	8.25" x 2.94" x 2.94"	8.25" x 2.94" x 2.94"	8.25" x 2.94" x 2.94"	8.25" x 2.94" x 2.94"
Case GTIN	2 00 70734 51969 1	2 00 70734 51966 0	2 00 70734 51970 7	2 00 70734 51968 4	2 00 70734 52741 2	1 00 70734 52742 2
Case Dimension (LxWxH)	9.125" x 6.25" x 8.75"	9.125" x 6.25" x 8.75"	9.125" x 6.25" x 8.75"	9.125" x 6.25" x 8.75"	9.125" x 6.25" x 8.75"	9.125" x 6.25" x 8.75"
Case Cube	0.29	0.29	0.29	0.29	0.29	0.29
Case Gross Ship Weight	10.8 lb	10.8 lb	10.8 lb	10.8 lb	10.8 lb	10.8 lb
Cases/Pallet	150	150	150	150	150	150
Cases/Layer	30	30	30	30	30	30
Tie x High	30 x 5	30 x 5	30 x 5	30 x 5	30 x 5	30 x 5
Pallet Dimension (LxWxH)	40" x 48" x 48.75"	40" x 48" x 48.75"	40" x 48" x 48.75"	40" x 48" x 48.75"	40" x 48" x 48.75"	40" x 48" x 48.75"
Pallet Gross Ship Weight	1685 lb	1685 lb	1685 lb	1685 lb	1685 lb	1685 lb
Caffeine Status	Contains Caffeine	Contains Caffeine	Contains Caffeine	Contains Caffeine	Contains Caffeine	Contains Caffeine
Kosher	Star-K	Star-K	Star-K	Star-K	Star-K	Star-K
Gluten Status	Gluten Free	Gluten Free	Gluten Free	Gluten Free	Gluten Free	Gluten Free
Shelf Life	6 months	6 months	6 months	6 months	6 months	6 months
Organic Status	Organic	Organic	Organic	Organic	Organic	Organic
FOB Point	Denver, CO	Denver, CO	Denver, CO	Denver, CO	Denver, CO	Denver, CO