

NEW!

CELESTIAL™ TEAHOUSE

Celestial™ Teahouse Chai Teas

Description

Celestial™ Teahouse Chai teas bring consumers' favorite coffeehouse-style tea beverages home. Available in new premium vertical packaging and "Celestial Teahouse" branding for enhanced appearance on shelf, the Teahouse Chai line features delicious "twisted chai" flavors like Dirty Chai (with espresso), Coconut Thai Chai (with coconut and spices) and more!

Available in four varieties:

- ▶ **NEW! Dirty Chai** with espresso
- ▶ **Mountain Chai** (replaces India Spice Chai)
- ▶ **Decaf Mountain Chai** (replaces Decaf India Spice Chai)
- ▶ **Coconut Thai Chai** (replaces Decaf Sweet Coconut Thai Chai) (now caffeinated with black tea)

Selling Story

Younger consumers are demonstrating an increased desire for indulgent, coffeehouse-style beverages at home – and for the "cool factor" that comes with them. Bagged chai teas with on-trend flavors can help satisfy this demand.

- ▶ 41% of "millennials" believe there should be more chai tea offerings, and 35% of millennials would like to see tea offerings with higher caffeine content.¹
- ▶ Chai teas represent \$35.2 million of the specialty tea category, +3.2% versus year ago.²
- ▶ Chai tea sales are up +13.3% in xAOC.³

¹Mintel, Tea and RTD Tea US, July 2014

²Nielsen, 52 weeks ending 10/25/2014

³Nielsen, 4 weeks ending 10/25/2014



SPECS



Dirty Chai

INGREDIENTS: ASSAM BLACK TEA, SPICES (CINNAMON, GINGER, BLACK PEPPER, CARDAMOM, CHINESE STAR ANISE, CLOVES AND NUTMEG), ROASTED CHICORY, ESPRESSO, NATURAL FLAVOR AND VANILLA BEAN.



Mountain Chai

INGREDIENTS: BLACK TEA, SPICES (CINNAMON, GINGER, CLOVES, CARDAMOM, NUTMEG, BLACK PEPPER AND CHINESE STAR ANISE), ROASTED CHICORY, NATURAL FLAVOR AND VANILLA BEAN.



Decaf Mountain Chai

INGREDIENTS: SPICES (CINNAMON, GINGER, CLOVES, CARDAMOM, NUTMEG, AND BLACK PEPPER), DECAFFEINATED BLACK TEA, ROASTED CHICORY, NATURAL FLAVOR AND VANILLA BEAN.



Coconut Thai Chai

INGREDIENTS: BLACK TEA, ROOIBOS, CINNAMON, ROASTED CHICORY, GINGER, NATURAL COCONUT FLAVOR WITH OTHER NATURAL FLAVORS, CLOVES, CARDAMOM, NUTMEG, PAPRIKA, BLACK PEPPER AND CHINESE STAR ANISE.

TEAHOUSE CHAI TEA - 20 Count

Product Specifications	Dirty Chai	Mountain Chai	Decaf Mountain Chai	Coconut Thai Chai
SKU Order #	52979	52981	52982	52980
Order Unit of Measure	Case	Case	Case	Case
Item UPC	0 70734 52979 5	0 70734 52981 8	0 70734 52982 5	0 70734 52980 1
Item Size	2.4 oz	2.2 oz	2.2 oz	2.3 oz
Bag Count	20	20	20	20
Case Pack	6	6	6	6
Item Dimension (HxWxL)	5.4" x 3.08" x 2.57"	5.4" x 3.08" x 2.57"	5.4" x 3.08" x 2.57"	5.4" x 3.08" x 2.57"
Case GTIN	1 00 70734 52979 2	1 00 70734 52981 5	1 00 70734 52982 2	1 00 70734 52980 8
Case Dimension (HxWxL)	5.75" x 5.5" x 9.875"	5.75" x 5.5" x 9.875"	5.75" x 5.5" x 9.875"	5.75" x 5.5" x 9.875"
Case Cube	0.18	0.18	0.18	0.18
Case Gross Ship Weight	1.5 lb	1.5 lb	1.5 lb	1.5 lb
Cases/Pallet	272	272	272	272
Cases/Layer	34	34	34	34
Tie x High	34 x 8	34 x 8	34 x 8	34 x 8
Pallet Dimension (HxWxL)	52" x 48" x 40"	52" x 48" x 40"	52" x 48" x 40"	52" x 48" x 40"
Pallet Gross Ship Weight	420.5 lb	420.5 lb	420.5 lb	420.5 lb
Pallets per Truckload	52	52	52	52
Caffeine Status	Contains Caffeine	Contains Caffeine	Decaffeinated	Contains Caffeine
Kosher	OU	OU	OU	OU
Gluten Status	Gluten Free	Gluten Free	Gluten Free	Gluten Free
Shelf Life	24 months	24 months	24 months	24 months
Organic	Non-Organic	Non-Organic	Non-Organic	Non-Organic
FOB Point	Boulder, CO	Boulder, CO	Boulder, CO	Boulder, CO