

NEW!



## New! Sleepytime® and Zinger® Herbal Teas

### Description

Celestial Seasonings® virtually invented the Herbal Tea category in 1969, and we've been the leaders in Herbal Tea ever since. Today, we're adding two delicious new varieties to our core line of Herbal Teas to give tea consumers even more choices.

### Sleepytime® Honey Herbal Tea

- ▶ A sweet new extension to the all-time bestselling Sleepytime family of calming teas
- ▶ Combines our soothing Sleepytime blend of herbs (including chamomile, spearmint and lemongrass) with natural honey flavor

### Watermelon Lime Zinger® Herbal Tea

- ▶ The latest addition to our ever-popular Zinger Herbal Tea franchise
- ▶ Features tart and tangy hibiscus with invigorating watermelon and lime flavors for a remarkably refreshing fruit tea

### Selling Story

**Sleepytime Honey.** The new item will strengthen our powerful Sleepytime portfolio, giving consumers yet another new way to soothe their day.

- ▶ Sleepytime franchise extensions continue to exhibit strong growth: Sleepytime Extra +5.5%<sup>1</sup>, Sleepytime Peach +30.9%<sup>1</sup>, Sleepytime Lemon Jasmine Green +6.5%<sup>1</sup>, Sleepytime Vanilla +4.3%<sup>2</sup>.

**Watermelon Lime Zinger.** The new item will strengthen our Zinger portfolio, giving consumers yet another new way to rehydrate or immerse their palate in a delightful blend bursting with flavor.

- ▶ New watermelon-flavored product launches increased by +55% in in the past year.<sup>3</sup>

<sup>1</sup>Nielsen, xAOC, 52 weeks ending December 2014

<sup>2</sup>Nielsen, Food, 52 weeks ending December 2014

<sup>3</sup>Mintel, GNDP



(Boxes will be updated to new package design in Fall 2015)



## Sleepytime Honey

**INGREDIENTS:** CHAMOMILE, SPEARMINT, LEMONGRASS, TILIA FLOWERS, HAWTHORN, NATURAL HONEY FLAVOR WITH OTHER NATURAL FLAVORS, BLACKBERRY LEAVES, ORANGE BLOSSOMS AND HONEY.



## Watermelon Lime Zinger

**INGREDIENTS:** HIBISCUS, ROSEHIPS, ORANGE PEEL, NATURAL WATERMELON AND LIME FLAVORS WITH OTHER NATURAL FLAVORS AND BLACKBERRY LEAVES.

### NEW HERBAL TEAS - 20 Count

Product Specifications	Sleepytime Honey	Watermelon Lime Zinger
SKU Order #	52967	52968
Order Unit of Measure	Case	Case
Item UPC	0 70734 52967 2	0 70734 52968 9
Item Size	1.0 oz	1.5 oz
Bag Count	20	20
Case Pack	6	6
Item Dimension (HxWxD)	3" x 5.4" x 2.5"	3" x 5.4" x 2.5"
Case GTIN	1 00 70734 52967 9	1 00 70734 52968 6
Case Dimension (LxWxH)	9.875" x 5.5" x 5.75"	9.875" x 5.5" x 5.75"
Case Cube	0.18	0.18
Case Gross Ship Weight	1.1 lb	1.3 lb
Cases/Pallet	272	272
Cases/Layer	34	34
Tie x High	34 x 8	34 x 8
Pallet Dimension (LxWxH)	40" x 48" x 52"	40" x 48" x 52"
Pallet Gross Ship Weight	TBD	TBD
Pallets per Truckload	52	52
Caffeine Status	Naturally Caffeine Free	Naturally Caffeine Free
Kosher	Star-K	Star-K
Gluten Status	Gluten Free	Gluten Free
Shelf Life	24 months	24 months
Organic Status	Non-Organic	Non-Organic
FOB Point	Boulder, CO	Boulder, CO
Organic	Non-Organic	Non-Organic
FOB Point	Boulder, CO	Boulder, CO