



Media Release

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Pacific Natural Foods introduces Ready-to-Drink brewed iced teas in aseptic packages

Five new flavors of USDA organic teas are brewed with Fair Trade Certified™ tea

Tualatin, OR – **Pacific Natural Foods** is entering the \$2.4 billion Ready-to Drink (RTD) tea industry* with its USDA Organic, small batch brewed iced teas. These new iced teas come in five great-tasting flavors: **Peach, Lemon, Raspberry, Sweetened Black Tea** and **Unsweetened Green Tea**. They are available in 64-ounce shelf stable aseptic packaging, which ensures great taste by locking out air and light, consistent with the company's promise to deliver *The Delicious Taste of Nature™* to consumers.

In addition to USDA Organic certification, these RTD iced teas are brewed with Fair Trade Certified tea. Fair Trade certification guarantees fair wages and decent working conditions, benefits workers' communities and promotes sustainable farming methods. Kevin Tisdale, director of marketing at Pacific Natural Foods, indicated that Fair Trade certification is perfectly aligned with the company's promise of conducting business in ways that reflect dedication to making the smallest environmental impact possible, while offering only the safest, freshest, all natural and organic ingredients.

“We feel that Fair Trade certification is consistent with our core values as a company,” Tisdale said. “Additionally, brewing these iced teas with Fair Trade Certified tea helps our consumers make product choices that are consistent with their values.”

The iced teas are also naturally rich in antioxidants. According to Jeffrey Blumberg, Ph.D., associate director and chief of Antioxidants Research Laboratory at the USDA Human Nutrition Research Center on Aging at Tufts, there is good reason for people to be choosing tea as a healthy beverage.

“Research has suggested that tea (*Camellia sinensis*) may reduce risk of cancer, arthritis, osteoporosis, dental caries in children and cataracts,” Blumberg noted. “Though there aren't a lot of data in these areas, he noted that all of this is consistent with the fact that tea contains many phytonutrients that are antioxidants.”

All of Pacific Natural Foods' products are made with fresh, wholesome, all natural ingredients that are Certified to the Source®, ensuring that all ingredients meet the highest standards for safety, health and quality. The certification program guarantees these standards by working with suppliers to track ingredient sources and every detail of each ingredient.

Founded in 1987, Pacific Natural Foods is a recognized leader in natural foods and its mission is to be the most respected brand in natural products. From the president's office at the company headquarters in Tualatin, Oregon, to the factory floor, from Pacific Natural Foods' organic farms to retailers' shelves, the company is committed to building a business that is widely respected. Through its commitment to *The Delicious Taste of Nature™*, Pacific Natural Foods is dedicated to helping families and individuals live healthier, more vital and rewarding lives. The company's products are sold nationwide in mainstream grocery and specialty food stores. For more information, visit www.pacificfoods.com.

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*Packaged Facts**