

# BUSINESS

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SECTION F

## Brew crew creates another tea product

Boulder's Cooper's creates pods that work with new filtering machine

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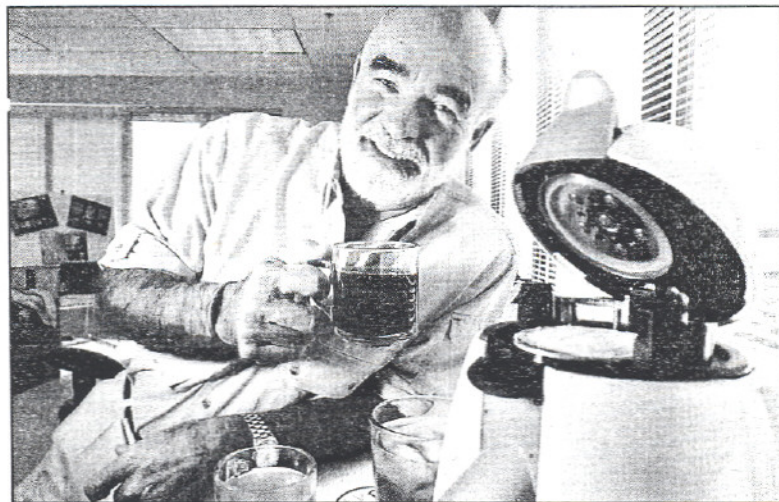
A local tea guru who pulled off a successful partnership this summer to bring all-natural brewed iced tea to 7-Elevens nationwide has teamed up with another multimillion-dollar company for a different product.

This time, it's pre-packaged pods of teas that will soon grace the shelves of Target, Sears and other mass merchants nationwide.

Barry Cooper, founder of Boulder-based Cooper's Tea Co., has created Cooper's tea pods, 2 1/4-inch saucer-shaped packets of green, raspberry or black teas that fit inside Melitta one:one filtering machines.

The new, bullet-shaped one:one is licensed for manufacture and sale by Salton Inc., the Illinois-based appliance maker best known for its George Foreman Grill.

Teapods provide the right



MARTY CAIVANO / Daily Camera

**Barry Cooper**, founder of Cooper's Tea Co., shows off his latest innovation, the teapod. The dome-shaped round tea bag fits into the new Melitta one:one and makes brewed hot or iced tea in seconds.

blend of all-natural tea. Pop one into the top of a one:one, flick a switch and out shoots a 12- or 16-ounce glass of hot tea in

about 35 seconds. Users can fill a glass with ice cubes for a cold version of the teas.

Current methods for making

hot teas at home typically require several minutes, not only for boiling water, but sizing right amounts of tea leaves or

allowing tea bags to soak, Cooper says. And some fresh-brewed iced teas can take up to several hours before they're ready.

"It's probably the first new way of making tea in 2,500 years," he says of teapods. "Here, we've made absolute fresh-brewed tea instant."

Cooper, 59, received a U.S. patent for his concept. Salton pays for a license to use it.

Earlier this year, Cooper launched an all-natural iced tea concentrate based on the same concept used by fountain soft drinks. So far, about 3,500 7-Elevens in the country have the product, he says. He's already lining up other convenience store chains and restaurants, too.

By November, Cooper's teapods likely will begin selling alongside one:one's on the home shopping TV outlet QVC. By January, the teapods should reach the shelves of such retailers as Target, Sears, JC Penney and Bed Bath & Beyond, where the one:one is sold, says Holly Smith-Berry, Salton's vice president of marketing.

The one:one was initially

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made to handle only javapods, similar-sized packets of coffee that produce cups in under 60 seconds, Smith-Berry says. But after Cooper's approached Salton with its teapods six months ago, Salton discovered an additional opportunity.

Because water and steam flow through the pod and filter through a small, removable stainless steel strainer, users can quickly switch between coffee or tea.

"We think we have the perfect marriage with Cooper's Tea," she says. "Frankly, we thought the coffee pod brewing system was the revolution,

but we think the tea really, truly is the revolution."

Infomercials featuring Hollywood celebrity and one-time "Entertainment Tonight" correspondent Julie Moran already are hawking the Melitta device and the javapods and teapods.

The one:one retails for \$50.

"This is good for the world," Cooper says, referring to the machine's price, coupled with instantaneous servings of all-natural teas. "There's no downside to this."

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