

# COOPER TEA COMPANY

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## COOPER TEA COMPANY RAISES FUNDS TO SUPPORT LAUNCH OF FAIR TRADE, ORGANIC, NON-GMO ICED TEAS

### *Investment Funds Raised for Product Launch of Third Street Ready-to-Drink Beverages*

**Louisville, Colo. (April 9, 2014)** –Cooper Tea Company filed last week with the U.S. Securities and Exchange Commission, stating that the firm had raised \$300,000 of a potential \$1.5 million "friends-and-family" equity capital round.

Cooper Tea Co. is raising the investment funds to support the launch of their Third Street-branded ready-to-drink (RTD) beverages. The premium beverages are Fair Trade, Organic and non-GMO and include 9 flavors of iced teas and lemonades, in 14-ounce premium glass bottles. They will debut in Whole Foods Market stores nationwide later this month. This line is a follow-up to the Third Street 1-liter RTD iced teas launched in Whole Foods last year.

The funds raised are being used for a new bottling line at the Louisville, Colorado facility and a marketing and PR campaign to support the national Third Street product launch. Cooper Tea Company and Third Street, Inc. merged in 2013. Third Street is now a wholly-owned subsidiary of Cooper Tea Company. "With our combined expertise and this manufacturing investment, we now have the capability to brew and bottle our teas the same day, for the freshest possible taste," explained CEO Barry Cooper. "This is a very exciting line of sustainable beverages and our marketing initiatives are designed to ensure consumers are aware of their unique attributes."

### **ABOUT COOPER TEA COMPANY**

Based in Louisville, Colorado, the Cooper Tea Company is known for its premium foodservice and retail beverages. B.W. Cooper's Iced Brew Tea concentrates are served nationally in foodservice operations and include the first USDA-certified organic bag-in-box iced tea. Third Street beverages include the first Organic and Fair Trade chai concentrates, micro-brewed in Colorado since 2001, as well as concentrated and ready-to-drink teas and lemonades for the retail natural product channel and specialty coffee markets. Visit [www.BWCoopers.com](http://www.BWCoopers.com) and [www.ThirdStreetChai.com](http://www.ThirdStreetChai.com) to learn more about the product lines.

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