

# COOPER TEA COMPANY

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## **B.W. Cooper's "Iced Tea on Tap" Generates Excitement within Foodservice Community**

*New Draft-Beer Style Tap Tower Uses Concentrated Iced Tea to Conserve Water*

**Boulder County, Colo. (June 5, 2017)** – Cooper Tea Company, manufacturer of best-in-class teas for the foodservice industry, demonstrated its groundbreaking "Iced Tea on Tap" dispensing system at this year's National Restaurant Show. It was the first time the company's draft beer-style tap system was revealed to the public and it generated a good deal of excitement and enthusiasm within the community.

The "Iced Tea on Tap" system demonstrated was a custom, contemporary stainless steel 2-tap tower. Company representatives also showed how simple modifications could be made to an operator's existing tap to have it mix and dispense a single glass of iced tea. The system components are designed to mix and dispense B.W. Cooper's concentrated iced teas. Concentrated teas are used in order to conserve water. The closed system mixes one glass at a time to ensure freshness and eliminate the waste inherent to tea brewed on site in large batches.

Cooper Tea sampled its flagship product at the show, B.W. Cooper's USDA-certified organic, all-natural unsweetened tea. Each B. W. Cooper's signature blend of tea is crafted from premium brewed tea leaves and the closed dispensing system mixes one glass at a time to ensure freshness.

This cutting-edge new system clearly be one way that operators can demonstrate their commitment to sustainable practices at the store level. "We were excited to unveil this latest innovation at the largest gathering of foodservice operators in the world," said Colleen Norwine, Cooper Tea executive director of sales and marketing. "Over the past few years operators have definitely shown an increased interest on using better ingredients and responsible, sustainable operational practices. But much of the innovation has occurred on the food side of the menu, without much thought given to beverages. We're pleased to be able to help operators put an iced tea beverage program in place that also demonstrates their commitment to mindful practices."

### **ABOUT COOPER TEA**

Cooper Tea Company is known for its B.W. Cooper's Iced Brew Teas, which are served in foodservice operations across the country. The company's signature blends have no artificial flavors, colors or HFCS, and are crafted by International Tea Master Barry Cooper, a renowned tea expert with over 50 years of experience in sourcing, blending and brewing teas. Find out more online at [CooperTea.com](http://CooperTea.com).

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