

# COOPER TEA COMPANY

**FOR IMMEDIATE RELEASE**

## **B.W. Cooper's "Sparkling" Iced Teas Debut on 7-Eleven Fountains**

*Cooper Tea Launches Iced Tea for Millennials at 500 Stores*

**Boulder, Colo. (June 19, 2017)** – Cooper Tea Company, a leading specialty iced tea company known for its innovative, best-in-class teas for the foodservice industry, today announced that its new B.W. Cooper's "Sparkling" Iced Teas are available on the fountain at approximately five hundred 7-Eleven stores.

Cooper's Sparkling Iced Teas are lightly-sweetened iced teas with crisp, refreshing bubbles. Made with natural flavors and cane sugar, the Sparkling Iced Teas are designed to appeal to Millennial consumers who have turned away from traditional fountain beverages in recent years. B. W. Cooper's Sparkling Iced Teas do not contain any artificial flavors, artificial colors or high fructose corn syrup (HFCS).

"Today's consumers are seeking smarter choices -- products made with quality ingredients," said Colleen Norwine, Cooper Tea executive director of sales and marketing. "But they still want an enjoyable experience and delicious taste. Our Sparkling Iced Teas deliver on all counts."

Two flavors are available at 7-Eleven. Tropical Green is on the fountain at roughly 300 stores in the Pacific Northwest region; Raspberry can be found at 200 stores in the Northeast region.

### **ABOUT COOPER TEA**

Cooper Tea Company is known for its B.W. Cooper's Iced Brew Tea brewed tea concentrates, which are served in foodservice operations across the country. The company's signature blends are crafted by International Tea Master Barry Cooper, a renowned tea expert with over 50 years of experience in sourcing, blending and brewing teas. The product portfolio includes classic sweet tea, unsweet tea, flavored teas and an all-natural, USDA-certified organic iced tea. Find out more online at [CooperTea.com](http://CooperTea.com).

### **ABOUT 7-ELEVEN, Inc.**

7-Eleven, Inc. is the premier name and largest chain in the convenience-retailing industry. Based in Irving, Texas, 7-Eleven operates, franchises or licenses 62,000+ stores in 17 countries, including 10,900 in North America. Learn more at [7-Eleven.com](http://7-Eleven.com), Facebook, Twitter or Instagram.

###

**Media Contact:** Colleen Norwine  
Executive Director, Sales & Mktg., Cooper Tea  
303.527.1700 ext. 126; [cnorwine@coopertea.com](mailto:cnorwine@coopertea.com)