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Media Contact:
Colleen Norwine
Marketing Director
Cooper Tea Company
303.587.8197/cnorwine@coopertea.com

COOPER TEA COMPANY

THIRD STREET - B.W. COOPER'S ORGANIC ICED BREW TEA CONCENTRATES NAMED MOST INNOVATIVE NATURAL PRODUCT

Cooper Tea Company and Third Street win IQ Innovation Award

Boulder, Colo. (Aug. 26, 2011) – Cooper Tea Company-Third Street has been selected as an 2011 IQ Innovation award winner, for the most innovative natural product in the Boulder Valley and Denver-Boulder corridor. The winners were announced at the IQ Awards on Aug. 24, 2011.

The product being honored is the companies' joint line of "Third Street – B. W. Cooper's Organic Iced Brew Tea Concentrates." The eco-friendly concentrates are packaged in quart bottles. When mixed with water, each bottle of tea concentrates makes two gallons of tea. This represents an 87 percent reduced level of packaging vs. the same amount of iced tea in 16.9oz bottles or cans. The Iced Brew Tea Concentrates are all-natural, made from brewed tea leaves, and USDA-certified organic. The product line was the most successful new specialty item in two Whole Foods Market regions last year.

"Given the level of entrepreneurship and innovation in the Boulder County natural products community, we consider this quite an honor," said Colleen Norwine, Marketing Director, Cooper Tea Company.

Earlier this year the two companies announced their intention to merge, due largely to the successful partnership on this product line. Combined, the companies' product portfolios include 52 SKUs that serve natural and conventional grocery markets and foodservice operations.

ABOUT COOPER TEA

Based in Louisville, Colorado, the Cooper Tea Company is known for its premium B.W. Cooper's Iced Brew Tea concentrates, which are served nationally in foodservice operations. Cooper Tea developed the first USDA-certified organic bag-in-box iced tea. Visit www.CooperTea.com.

ABOUT THIRD STREET

Third Street, a Boulder, Colorado-based company, developed the first organic and Fair Trade chai concentrates in 2001 and has been microbrewing for the retail and specialty coffee markets ever since. Visit www.thirdstreetchai.com

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