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COOPER TEA COMPANY

Cooper Tea Company Expands Retail Line of B.W. Cooper's Mini Bottles

*Pocket-sized bottles of low-calorie, concentrated iced tea
now available in 4 flavors*

Boulder, Colo. (July 1, 2012) – Cooper Tea Company has announced the expansion of their retail line of 4 oz bottles of concentrated iced tea, B.W. Cooper's Mini Bottles. The product line now includes four flavors: Unsweetened Tea, Sweet Tea, Pomegranate Tea, and Half & Half Lemonade Tea. Each signature blend has been crafted by Cooper Tea CEO and International Tea Master Barry W. Cooper.

B.W. Cooper's Mini Bottles are real, brewed tea for today's busy lifestyle. Consumers just add water and in seconds they have iced tea with a homemade, fresh-brewed taste. The bottle has re-sealable cap, allowing tea to be made by the glass, by the pitcher, or by the gallon.

Consumers will find the Mini Bottles to be a win-win beverage option: great taste and low calorie count. Unsweetened Tea naturally has zero calories. The three sweetened teas weigh in with 16 calories, or less, per 8-oz serving.

Each 4oz B.W. Cooper's Mini Bottle makes 4 quarts of iced tea—the equivalent of almost eight single-serve 16.9 oz bottles or cans of tea. With significant less packaging than eight bottles or cans, the Mini-Bottles are an eco-friendly choice for shoppers.

At only 4" high, the Mini Bottles are also extremely portable and convenient, perfect for home, office, road trips, hiking, biking, boating and picnicking.

The Unsweetened Mini Bottle was initially tested in 2010. "Once the stores sold out, we were bombarded with requests from customers, asking us to make more, make them more widely available, and make more flavors. We stepped up to the challenge," said Cooper Tea Marketing Director Colleen Norwine. The new four-flavor line will initially be available in select Travel Center of America stores, expanding to other retailers later this summer. The Mini Bottles are also sold on CooperTea.com

ABOUT COOPER TEA

Cooper Tea Company is known for its premium B.W. Cooper's Iced Brew Tea concentrates, which are served nationally in foodservice operations. In 2011, Cooper Tea entered the consumer retail market with a line of exclusive products for HSN network & website. www.CooperTea.com.

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