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# COOPER TEA COMPANY

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## **COOPER TEA COMPANY WINS MULTIPLE PRIZES AT 2012 NORTH AMERICAN TEA COMPETITION**

*B.W. Cooper's Newest Flavor of Concentrated Iced Tea  
Beats the Fresh Brewed Competition*

**Boulder, Colo. (May 24, 2012)** – Cooper Tea Company has once again been recognized with awards at the premier North American Tea Competition. *B.W. Cooper's Half & Half Lemonade Tea* received a rating of 92 – the second-highest overall score— in this year's competition. It received a higher score than all fresh brewed, instant, and ready-to-drink (RTD) tea entries.

The North American Tea Competition is the foremost tea competition in the U.S. This year, the iced tea competition assessed iced teas in multiple categories: food service (fresh brewed and bag-in-box (BIB)), RTD, and instant. The teas were evaluated blind and rated on flavor, body, color, clarity and balance. No fresh brew, RTD or instant tea received a rating higher than 88.

"Outscoring all the fresh brewed teas in this competition clearly shows that not all concentrated iced teas are the same. Our B.W. Cooper's Iced Brew Teas are made with real brewed tea and they have superior flavor, color and clarity. We're very proud to have this recognized by such an esteemed group," remarked Colleen Norwine, Marketing Director, Cooper Tea.

This is the second consecutive year Cooper Tea has won awards in the competition. B.W. Cooper's Tropical Green Tea was also recognized, in the Foodservice Bag-in-Box Flavored Green Tea category. The winners were announced on May 15, 2012.

### **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. In 2011, Cooper Tea introduced a family-size retail bottle, for home use, on HSN. Visit [www.CooperTea.com](http://www.CooperTea.com).

### **ABOUT THE NORTH AMERICAN TEA CHAMPIONSHIP**

Organized by World Tea Media, the North American Tea Championship is an independent competition, judged by professional cuppers, to distinguish the highest quality & best tasting teas commercially available in the N.A. marketplace. The evaluation panel consists of foremost retail buyers, food & beverage professionals and chefs.

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