

Tempo Sparkling Tea

## Tempo tea delivers a kick of energy without the sugar crash

By Beth Newhart 

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**Chicago-based startup Tempo believes its new line of organic, unsweetened, carbonated teas can help aspirational professionals beat the 'midday slump' without sugar or caffeine.**

Tempo launched in September 2017 after a trio of friends realized they were looking for a type of beverage that didn't exist--a drink with no added calories, sugars or sweeteners that could give them a kick of energy to get through the day.

### 'Consumers are looking for new, healthy, craft options'

CEO Ryan Crane worked the corporate world for nearly a decade and found himself stuck in a routine, drinking coffee and other caffeinated beverages to stay awake at the office. Sick of the unhealthy calories and synthetic ingredients found in energy drinks, he teamed up with fellow co-founders Grant Taylor Williams and Austin Gallagher to develop Tempo teas.

*"We're trying to provide a better solution for people who hit that midday slump,"* CEO Ryan Crane told BeverageDaily.

*"The doers of the world that want to kick ass in everything they do, and they don't want to be hindered by unhealthy ingredients,"* he continued.

Tempo currently offers two flavors of its zero calorie, zero added-sugar drinks - Green Tea and Black Tea - with more flavors in the works for late 2018.

They are sold in Chicago-based supermarkets like Pete's Fresh Market, local convenience stores and specialty retailers like Eataly for about \$2.49 per 12-ounce bottle. A case of 12 teas can also be purchased on the Tempo website for \$23.99.

### Bevnet (2020)

**CHICAGO**— Tempo, a leader in better-for-you functional beverages, announced the addition of two fresh new flavors to its CBD-infused sparkling tea line – a crisp green tea with ginger and turmeric, and a refreshing hibiscus tea with blackberry and lemon. Tempo designs its recipes to go beyond CBD, pairing its cannabinoid extracts with a chef-crafted blend of functional foods and herbs that provide complementary nutritional benefits and support the body's natural functions.

## Beverage Dynamics (2020)

A new Chicago startup is making a sparkling tea beverage that aims to be the healthy substitute for that afternoon coffee or soda you drink to help you make it to the end of the day.

"We view our product as premium, and so do our customers," said Grant Taylor Williams, director at Tempo. "The product speaks for itself. People love the flavors."

Williams said Tempo attracts LaCroix drinkers who want some caffeine in a sparkling beverage, and the soda consumers who want to replace the sugary drinks with something healthier. Tempo also appeals to kombucha drinkers who don't want the residual alcohols in most brands. Since the beginning of this year, the founders said Tempo has been doubling the number of customer accounts month over month.

## Beverage Dynamics (2020)

"Our new line of CBD-infused sparkling teas was created to help you reset and rebalance in the middle of a frenzied day," Crane adds. "With this line, we also wanted to make sure that our customers can trust the quality of our products, which is why each can has a QR code on the label that takes you directly to the third-party testing and lab results for that product."

Tempo comes in a four-pack (\$19.99) or twelve-pack (\$49.99) of 12-oz. shelf-stable recyclable aluminum cans and is available online and in select retail stores throughout Illinois and New England. For more info visit [tempobev.com](https://tempobev.com).



Rosetti Family

★★★★★ **excellent flavor ... tea for tea's sake**

Reviewed in the United States on December 23, 2018

**Verified Purchase**

gave these a try and was glad I did. tea for tea's sake (unsweetened). And, tempo has what turns out to be a much more reasonable dose of caffeine than the coffee beverages I've been downing the past few years. this review is for the matcha/green tea variety and I plan to try the Black Tea variety next.

Helpful

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Monica H.

★★★★★ **Great at the Office!**

Reviewed in the United States on January 30, 2019

**Verified Purchase**

Starting to keep this in the fridge as a staple at my office. We love having a cold beverage choice that's healthy but also able to combat the 3pm slump. Caffeine free drinkers also love the strawberry sparkling tea.

Helpful

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