

Tea



For almost 35 years, Celestial Seasonings has been one of the most successful tea companies in the world with flavorful blends and attractive, colorful and thought-provoking packaging. Our full line of products fulfills the taste trends and wellness needs of our consumers and includes over 80 flavors of green, black, white and herb teas, as well as **TeaHouse™ Chais and Lattes, Natural Ciders, Cool Brew Iced Teas and Zingerade™**, refrigerated beverages combining herb tea, fruit juice and lemonade.

Despite increasingly aggressive competition, Celestial Seasonings continues to lead the growing Specialty Tea category in North America, including holding the #1 share in herb and green teas. In addition, Celestial Seasonings showed the largest share growth in black teas, and maintains the #1 share in almost every distribution channel and product segment in which we compete. We continue to expand into international markets and our products are now sold in more than 60 countries.

This year, our brand growth was driven by new tea and beverage products, channel expansion and product revitalizations. We also debuted a dual-panel package across several product lines, allowing the retailer to display the product either horizontally or vertically while retaining all of the whimsy, art and imagination consumers have come to appreciate from Celestial Seasonings.

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