



Salada®



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FOR IMMEDIATE RELEASE

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NEW SALADA FAMILY SIZE PACKS MAKE HEALTHY ICED GREEN TEA FOR THE WHOLE FAMILY

*Salada Tea releases Family Size tea bags in both
Green Tea and Green Tea Tropical Fruit flavors*

LITTLE FALLS, N.Y. – Across the country, people are being encouraged to drink a glass of iced tea a day for the month of June in honor of National Iced Tea Month. Salada Tea has made that easier and more enjoyable by releasing family size portions of its popular green tea. The tea bags, available now at select Wal-Mart Superstores, select retailers in the Southern U.S. and online at www.salada.com, contain three times the amount of tea leaves than a typical bag and are specially designed to make 24-ounces of iced tea.

The family size bags are available in two flavors:

Family Size Green Tea offers a healthy, natural and refreshing beverage alternative. Salada's green tea is meticulously picked and blended to provide the perfect glass of iced tea with a natural sweetness and is the second most popular green tea in the country.

Family Size Green Tea Tropical Fruit features a combination of natural fruit flavors from pineapple, passion fruit and lemon, blended with high-quality Salada Green Tea.

Salada developed the family sized bags in response to consumer demand for a refreshing beverage without the high sugar levels found in many summer drinks. These iced teas are also a great option for consumers looking for a healthy alternative as they contain antioxidants that have been shown to help with a host of health problems including various types of cancer, high cholesterol and cardiovascular disease.

The popularity of green tea has grown considerably over the last several years. Family size tea products now represent approximately 20 percent of the tea business. Retailing for \$2.99 for a box of 18 tea bags, Salada's Family Size Green Tea and Family Size Green Tea Tropical Fruit are available in select Wal-Mart Superstores, select retailers in the Southern U.S. and online at www.salada.com.

About Salada

Salada offers 15 different varieties of green and white tea including the recently released family size teas in Green Tea and Green Tea Tropical Fruit. Salada sells its green, white and black tea bags at national food and discount retailers. Salada is manufactured by Little Falls, N.Y.-based Redco Foods, Inc., makers of Red Rose Tea and Junket Desserts. For more information, visit www.salada.com.

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