



Salada Tea Newsletter

Thank You Salada Tea Lovers!

Thank you for being such a loyal Salada Tea Drinker and making Salada Tea your tea of choice. Consumer feedback is a valuable factor in helping us produce the best possible products and is greatly appreciated.

Should you ever have any questions or comments, please call us at our toll free number 1-800-645-1190, or write to:

Salada Foods Division
100 Northfield Dr.
Windsor, CT 06095

To learn more about Salada Tea and a healthier lifestyle visit our website at www.salada.com.



Speaking of Salada Tea

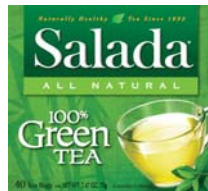
Lovers.....Join the Salada Tea Lovers Club to earn Free Tea and get New product samples, product information and promotional offers throughout the year. Sign—up either on our website, or by collecting your first 6 product UPC's (from any green or white tea) and mailing them along with your Name, Address, Email and Birth Date to:

Salada Tea Lovers Club
1 Hansen Island
Little Falls, NY 13365



A New Look for Salada Green Teas!

The same great taste you have grown to love from Salada, with an all new, updated look starting this Fall!



At Salada, our brand goal is to educate and inform our consumers as much as possible. **So now**, on all Salada Green Tea boxes you will find the caffeine levels, antioxidant content and a detailed description of each tea blend.

Also, look for our new Salada Green Tea Classic Lemon - a subtly refreshing, lemon flavored green tea.



Additionally, our Red Antioxidant blend, previously decaffeinated, has been reformulated in order to increase the level of healthy antioxidants and now contains caffeine.



We, here at Salada, are very excited to unveil the new face of our brand, and hope you enjoy it as much as we do!

Did You Know???

- In the U.S alone—on average, over 60 billion pounds of plastic is thrown away due to the high consumption of bottled beverages.
- If you were to brew your own iced tea and bottle it, you could get 4 times the number of servings than you could from a single serve bottle tea.
- By freshly brewing Iced tea from tea bags, you can get 10–100 times more antioxidants than by drinking bottled iced teas.

Inside this issue:

Thank You	1
Salada Tea Lovers Club	1
New Look from Salada	1
Did You Know	1
Unbottleyourtea.com	2
White Tea and Health	2
Boston Iced Tea Recipe	2

Unbottle Your Tea Campaign!



The three main concerns of most Americans: **Health, Economy, and Environment.** We at Salada, recognize the importance of all three of these topics and have developed a program to help! Unbottle Your Tea...

If every American that currently drinks bottled Iced tea were to switch to freshly brewed Iced tea from tea bags (like Salada's) they would save anywhere from \$1.50—\$2.00 per bottle, they would increase the health benefits of the tea they are drinking, and they would contribute one less plastic bottle to their local landfill.

Some facts to support Unbottling Your Tea:

- A 3 bottle per week consumer (modest level) would save approximately \$178 per year by making this switch.
- If you brew your own tea with tea bags, you get 95% higher levels of EGCG* than with bottle teas – and you automatically remove any unnecessary sugars (i.e. high fructose corn syrup).
- Over the course of a year, the average American will generate 803 lbs. of waste caused by ready-to-drink beverages.

- In 2006, only 30.9 percent of plastic soft drink bottles were recycled.

Visit www.unbottleyourtea.com today for more information about preserving your money, your environment and your health.

*EGCG (epigallocatechin gallate) is one of the most potent antioxidants discovered so far.



Tea Health—And Why White Tea May Be Better Than Green Tea

A recent study at the Athens Medical School of Greece, conducted by Cardiologist Charalambos Vlachopoulos, suggests that the consumption of flavonoids found in Green Tea can improve the function of the endothelial cells lining blood vessels, which aids blood flow and relaxes arteries. This, in turn, may reduce the risks of blood clots and heart disease.

Green tea is thought to have a significant impact on heart health due to the high levels of flavonoids that are retained from the shorter periods of fermentation. Based on

White Tea is the least processed of all teas and is able to retain the more flavonoids than Green or Black Tea.

this statement, White Tea, which is processed even less than green tea (and has even more flavonoids) is therefore even more likely to impact artery function.

Did you know that Salada 100% White Tea has more health promoting antioxidants than Green Tea? That's right! -each 8 oz. serving of White Tea contains approximately 195mg of protective antioxidants.

Boston Iced Tea *(In honor of our sponsorship of the Boston Tea Party Reenactment— For more details go to www.salada.com)*

What You Need:

- 1 Gallon of Water
- 15 Salada Tea Bags (Green/White/Black)
- 1 (12 fl. oz.) can of Cranberry Juice Concentrate (We recommend 100% Juice/All –Natural)
- Sweetener (optional)

Directions:

1. In a large pot, bring water to a boil.
2. Remove from heat and place tea bags in hot water.
3. Brew 2-5 minutes depending on tea type, or to desired strength
4. Stir in Cranberry Juice Concentrate
5. Allow To cool
6. Serve over ice—and Enjoy!

