

# BEVERAGE

# TRENDS

## America Takes Time For Tea

(NAPSA)—When the weather heats up across the country, Americans cool down with iced tea. Beverage aficionados say more Americans now drink iced tea at picnics, cook outs and other outings than ever before.

In fact, in 1999, Americans consumed well over 2.25 billion gallons of tea, 85 percent of which was over ice.

Here are some additional fun “factuali-teas” about tea:

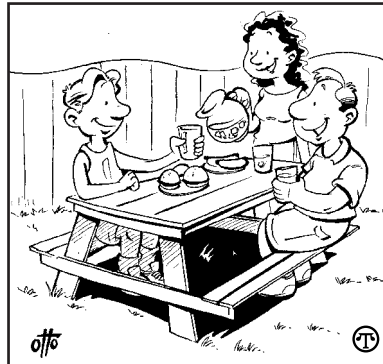
- The first record of iced tea comes from the 1904 World’s Fair in St. Louis. Fair-goers are said to have poured their hot tea over ice to cool off from the summer day.

- The U.S. is unique in its tea consumption habits. While most of the world prefers their tea hot, we prefer it cold.

- A new product, Nestea® Iced Tea Liquid Concentrate, makes great tasting iced tea in seconds. The first-of-its-kind product is uniquely packaged in an easy to pour and measure 16 ounce, plastic bottle. The package lets tea makers prepare servings of any size from one glass up to four quarts.

- Tea is thought to be one of the oldest beverages in the world. As the story goes, in 2737 B.C. the Chinese Emperor Shen Nung was boiling water and some leaves from a nearby bush blew in the pot. The result: the first cup of hot tea.

- Much of the world’s tea is



**Iced tea has become one of the most popular warm-weather drinks in the U.S. Now it can be easier to make than ever.**

grown in mountainous areas, usually 3,000 to 7,000 feet above sea level.

- In 1999, Americans consumed well over 50 billion servings of tea—with tea sales surpassing \$1.65 billion.

- On any given day, nearly half the country’s population drinks tea, with the greatest concentration of tea-drinkers sipping in the South and Northeast.

Many of these tea drinkers will enjoy new Nestea® Iced Tea Liquid Concentrate in one of three flavors—lemon, raspberry and green tea with honey—all of which are 100 percent natural, with no artificial colors, flavors, additives or preservatives.

For more information, visit [www.nestea.com](http://www.nestea.com).

---

*Note to Editor: June is Iced Tea Month.*