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***For Immediate Release

Red Diamond® Coffee and Tea Introduces Innovative Simple Sweet Tea™

Pre-Mixed Sweet Tea Delivers Consistent Taste in a Convenient Format

MOODY, Ala. – Red Diamond® Coffee and Tea, a historic leader in the beverage space, is revolutionizing the iced tea brewing process with the launch of Simple Sweet Tea™. Simple Sweet Tea is the perfect solution for foodservice operators looking to serve a consistently high-quality beverage without sacrificing back-of-house efficiencies.

Red Diamond, with a proven track record of providing a world-class coffee and tea experience, has developed a product, which includes the ideal combination of pure cane sugar and premium Red Diamond Tea. Pre-mixed in a filter bag for convenience, this product eliminates the need to measure sugar, train wait staff on sugar to tea ratios, and stir un-dissolved sugar in the urn. Simple Sweet Tea guarantees a consistent flavor in every glass poured and a very simple process.

“The Red Diamond team is driven by our obsession with quality, innovation and customer service. Simple Sweet Tea is designed for those who serve our products as well as those who ultimately consume our products,” says Emily Wood Bowron, Assistant Vice President of Strategic Marketing at Red Diamond, Inc. “We want to be sure that both the preparation and the taste of the tea is as consistent as possible. With it being pre-measured, we are able to meet the needs of our busy operators while providing our consumers with the taste that they expect.”

Having a pre-measured, ready-to-brew tea not only saves staff members' time with preparation and the endless stirring task of sweet tea, but it also provides them with the opportunity to spend more quality time with customers.

Packaged in 8 count cartons with easy 3-gallon brewing instructions, Red Diamond Simple Sweet Tea is the key for busy operators looking to offer their customers authentic sweet tea.

To learn more about how you can order Red Diamond Simple Sweet Tea, visit www.reddiamondbevservice.com or call 205-577-4000.

About Red Diamond

At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection™.

For more information visit www.reddiamondbevservice.com.