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Contact: Steva Austill
Telephone: 205-577-4074
Email: stevaaustill@reddiamond.com

FOR IMMEDIATE RELEASE

Red Diamond® Coffee & Tea Pushes Innovation with the Launch of Watermelon Simple Sweet Tea™

Birmingham, Ala. (December 7, 2021) - Red Diamond® Coffee and Tea, an industry leader in the beverage space, is expanding its line of Simple Sweet Tea™ with its newest watermelon offering now available for foodservice operators.



The same product that has simplified the iced tea brewing process for operators is now available in a thirst-quenching, refreshing flavor of watermelon. The conveniently-packaged Watermelon Simple Sweet Tea includes the ideal combination of pure cane sugar, premium Red Diamond Tea and a distinct watermelon flavor. Packaged in a filter bag with pre-mixed sugar - Simple Sweet Tea eliminates the need to measure sugar, train wait staff on sugar to tea ratios, and stir un-dissolved sugar in the urn.

“We understand that now more than ever our foodservice and c-store partners are looking for ways to get customers through their doors while also trying to balance concerns with labor and supply challenges. Our Simple Sweet Tea has been highly touted for its quality, convenience, and consistency, so an extension of our line was a natural answer to help our customers to navigate these



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unprecedented challenges,” says Emily Wood Bowron, Vice President of Strategic Marketing at Red Diamond, Inc. “This new watermelon offering provides our customers with a trending tea flavor that will help drive traffic while simultaneously streamlining the labor and training needs. The punch of flavor is really fresh, unique and memorable.” The preparation of Red Diamond’s Simple Sweet Tea is just as consistent as the flavor. With the tea and sugar being pre-measured, it takes the guessing game out of brewing the tea, ensuring a positive customer experience while increasing back-of-house efficiencies.

Available in watermelon flavor or the original sweet black tea, Red Diamond Simple Sweet Teas are the key for busy operators looking to offer their customers authentic sweet tea. The new Watermelon Simple Sweet Tea comes packaged in 16 count cartons with easy 1.5 gallon brewing instructions.

To learn more about how you can order Red Diamond Simple Sweet Tea, visit www.reddiamondbevservice.com or call 800-292-4651.

About Red Diamond Coffee & Tea

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 <http://www.reddiamondbevservice.com>.