



Expect Perfection.®

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Red Diamond® Coffee & Tea to Feature New Innovative Tea Flavor and Full Coffee Program at the 2022 NACS Show - Booth 5010

Birmingham, Ala. (September 26, 2022) – Red Diamond Coffee & Tea, a leading beverage partner for c-store operators, is excited to feature their new Watermelon Simple Sweet Tea™ and unparalleled coffee solutions at this year's National Association of Convenience Stores (NACS) Show, taking place in Las Vegas October 2-4.

The innovative Simple Sweet Tea™ line improves operator efficiency and simplifies the sweet tea brewing process by including pre-measured sugar packaged in the filter bag. Now available in a delightful watermelon flavor, this unique, simple-to-brew iced tea is both perfectly sweet and refreshing with every sip. An ideal solution for c-store operations, Simple Sweet Tea eliminates the need to measure sugar, train staff on sugar to tea ratios, and stir un-dissolved sugar in the urn. Deliver consistency of quality and flavor with less mess and less prep. Your customer satisfaction is guaranteed when you serve Simple Sweet Tea - *every glass, every time*®.



Red Diamond's coffee programs include both fresh brewed and bean to cup offerings. With coffee varieties such as Guatemala Huehuetenango, Bucaramanga Colombia, Rio Samba® and Red Diamond's new Panama Reserve all sourced from the finest coffee growing regions around the world, c-stores can bring an authentic coffee experience to their customers.

"We understand that now more than ever our c-store partners are looking for new ways to get customers through their doors while also trying to balance concerns with labor and supply challenges. Between our 116 years of industry expertise and our innovative coffee and tea offerings, we're primed to help operators differentiate and elevate their programs," says Emily Wood Bowron, Vice President of Strategic Marketing at Red Diamond, Inc. "We are committed to providing our c-store customers with high-quality coffee and tea solutions that are consistent, delicious, and ensure customers keep coming back for more."

Please contact Leila Belcher at lbelcher@foodmix.net to schedule appointments at the show.

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>