



Expect Perfection.®

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Red Diamond® Coffee & Tea Continues to Push Innovation with New Flavors Perfect for Summer Peach & Watermelon Simple Sweet Teas™

Birmingham, AL (June 27, 2022) - Red Diamond® Coffee and Tea, an industry leader in the beverage space, is expanding its Simple Sweet Tea™ offering. The innovative pre-sweetened product line that improves operator efficiency and simplifies the sweet tea brewing process is launching Peach and Watermelon flavors. An ideal solution for foodservice operations, these new flavors are sure to become a summer staple.

Indulge your senses. The mouthwatering aromas are unforgettable, and the taste is even more extraordinary. The Simple Sweet Peach Tea tastes as though you've bitten into a juicy, ripe peach in the peak of summer and the Simple Sweet Watermelon Tea is both perfectly sweet and refreshing with every sip. Enjoy these simple-to-brew, pre-sweetened teas, they taste like summertime in a glass.



Red Diamond has simplified the tea brewing process so you can brew and sweeten all at once. The conveniently packaged Peach and Watermelon Simple Sweet Teas include the ideal combination of pure cane sugar, premium Red Diamond Tea and a distinct watermelon or peach 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. 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*™!

“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. The quality, convenience and consistency of our original Simple Sweet Tea made for an extremely successful launch and an extension of the line was the natural next step,” says Emily Wood Bowron, Vice President of Strategic Marketing at Red Diamond, Inc. “These new peach and watermelon offerings provide our customers with trending tea flavors 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 original sweet black tea, peach and watermelon flavors, Red Diamond Simple Sweet Teas are the key for busy operators looking to offer their customers authentic sweet tea. The new Peach and Watermelon Simple Sweet Teas come packaged in 16 count cases with easy 1.5 gallon brewing instructions.

To request a sample, please visit <https://reddiamondbevservice.com/samplekit/> or call 800-292-4651 for more information.

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>.