

THE REPUBLIC OF TEA
PRODUCT LAUNCH TIMELINE - A TEA REVOLUTION IN PROGRESS

Product Introduction	Date	The Republic of Tea Firsts & Facts
Ginger Peach Black Tea	1992	First tea created by The Republic of Tea
Yerba Maté Latte	1994	First in American marketplace
Tea Jams	1996	First in American marketplace
Traveler's Tea Tins	1997	Tea on the go - six tea bags in compact tin
Daily Green Teas	1998	Significant impact on green tea awareness
Restaurant Glass Bottled Iced Teas	1998	First (and only) in American marketplace
Chai Concentrates	1998	First to establish chai pump – 7-to-1 ratio
Imperial Republic Tea Line	1999	Extremely-limited special reserve teas
Red Teas (<i>Rooibos</i>) Line	2001	First in American marketplace
Sip for the Cure Line (benefits Susan G. Komen for the Cure)	2001	First tea to benefit breast cancer research
Tea Honeyes	2001	First in American marketplace
Organic Teas (USDA Certified Organic)	2002	First teas to receive USDA certification
100% White Tea Line	2002	First (and only) in American marketplace
Imperial Republic Tea Oil	2002	First (and only) in American marketplace
Herb Tea Collection	2003	First tea to benefit the Nature Conservancy
Panda Berry Tea (benefits Sunny Hills Services)	2003	Benefits Marin County family resource center
Sip and Go Bottled Iced Teas	2004	First line of unsweetened bottled iced teas
Fair Trade Certified Teas (TransFair USA)	2005	Ensures financial & social welfare of workers
Bottled White Iced Tea Line	2005	First line in American marketplace
Kid's Cuppa (benefits Sunny Hills Services)	2005	Benefits Marin County family resource center
Man Kind Tea (benefits Prostate Cancer Foundation)	2005	First tea to benefit prostate cancer research
Pomegranate Green Tea (tea bags)	2005	Leader in the pomegranate phenomenon
J. Garcia Artisan Teas (benefits DrawBridge)	2006	First tea inspired the legendary Jerry Garcia
Stir Fry Tea Oil	2006	First (and only) in American marketplace
Iced Tea Square	2006	First organic ready-to-drink iced tea in a box
New Imperial Republic Teas	2006	Additions to the special reserve collection
Be Well Red Teas	2006	First Rooibos-based line of wellness teas
Pomegranate Green Tea - Glass Bottled Iced Tea	2006	First pomegranate iced tea for restaurants
Lucky Irish Breakfast	2006	Rich and bold black tea breakfast blend
Hot Apple Cider Tea	2006	Special, limited edition for harvest holidays
Sip and Go Bottled Iced Tea - Pomegranate Green Tea	2006	Popular addition to Sip and Go iced tea line
LUNA Nutritional Iced Tea for Women by The Republic of Tea	2007	First line of nutritional iced teas for women
Superfruit Teas	2007	Blending healthy Superfruits with green tea
Superfruit Bottled Iced Teas (Blueberry and Acai green teas)	2007	Superfruit teas also available as iced teas
Double Green Matcha Tea	2007	First powered matcha & green tea in tea bag
Ginger Peach Daily Green Tea	2007	Green tea version of best selling black tea
Blueberry Green Decaf Iced Tea – Glass Bottled Iced Tea	2007	First blueberry iced green tea for restaurants
Three new Tea Jams	2007	New additions to line of delicious Tea Jams
Brewed Iced Tea on Tap	2007	Compact ready-to-drink iced tea in a box
Ginger Peach White Tea	2008	Addition to classic Ginger Peach collection
8 New Be Well Red Teas	2008	Addition to popular Be Well Red Tea line
Superfruit Bottled Iced Teas (Acerola Cherry and Goji Rasp.)	2008	Additions to Superfruit bottled iced tea line
Double Red Rooibos Tea	2008	First powdered Rooibos and leaves in tea bag
2 New Sip for the Cure Teas (all-new labels)	2008	Cherry White & Pomegranate Vanilla Red
Eco-Friendly Full Leaf Round Tea Bags	2008	First 100% Earth-friendly tea bags
Strawberry Cherry Tea (formerly Panda Berry Tea)	2009	Benefits Marin County family resource center
Little Citizens' Herb Teas	2009	Rooibos children's teas benefit Room to Read

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