



TAZO®

Starbucks Coffee Company

FACT SHEET:

New TAZO® Organic Teas Available at Whole Foods

February 2014

NEW TAZO® ORGANIC TEAS AVAILABLE AT WHOLE FOODS

TAZO® is launching three organic teas exclusively available at Whole Foods – **Organic Earl Grey Noir**, **Organic Earl Grey Blanc** and **Organic Sultry Strawberry**! Each aromatic tea is artfully blended with the finest natural ingredients to give these classic black teas a flavorful twist. Simply steep, sip and explore!

GARDEN OF TEA IN EVERY CUP

Enjoying a cup of TAZO® tea is like capturing a botanical garden in a cup. TAZO® blends their teas from among over 200 teas, spices and botanicals to create flavorful teas. Discover why TAZO® is a garden of tea in every cup with these three exclusive Whole Foods flavors.

Discover the artful blend you'll love:



- **NEW! TAZO® Organic Earl Grey Blanc** – Vanilla notes in this black tea soften Earl Grey's heady bergamot disposition.
- **NEW! TAZO® Organic Earl Grey Noir** – A bold take on our aromatic blend of black tea and bergamot.
- **NEW! TAZO® Organic Sultry Strawberry** – Subtle essence of strawberry suspended in black tea.

The complete line-up of TAZO® Organic Teas includes Organic Chai, Organic Peachy Green, Organic Baked Cinnamon Apple, Organic Darjeeling, Organic Chun Mee Green, Organic Vanilla Rooibos Parfait, Organic Bramblewine, Organic Peach Cobbler, and Organic Spicy Ginger.

AVAILABILITY & PRICING

TAZO® Organic Teas are available at your local Whole Foods.

Pricing: \$5.49 U.S. (suggested retail price) per tea box.

For More Information:

To learn more about Starbucks TAZO® Organic Teas, visit <http://www.tazo.com>. If you have questions or need more information, you may visit starbucks.com. News media please contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.