



## A FOCUS ON FOODSERVICE

### Our New Website

Our inaugural foodservice newsletter announces the launch of the new Harris Tea Foodservice B2B website. HarrisTeaFoodservice.com provides an extensive overview of our unmatched tea expertise and extensive knowledge in helping foodservice operators profit with innovative tea programs. Check our new website out here and explore...

- Our brands and private label capabilities
- Harris Tea's highly-experienced tea sourcing experts



- How our streamlined supply chain ensures customers have a safe, continuous and highly traceable supply of tea products
- A strong commitment to making tea products more sustainable through the reduction of environmental impact and improving the lives of everyone in the tea supply chain
- And much more!



CLICK TO  
VISIT THE SITE

## Tea Trends: C-Stores – Our Beverage Pit Stop\*

Convenience stores have the highest percentage of beverage-only orders versus other segments. The balance between beverage-only and food-and-beverage orders will likely shift in the coming years as c-stores continue to ramp up foodservice offerings to compete with QSRs, but for now they are our “beverage pit-stop.”

Of the many c-store beverages which are most frequently ordered alone, and which are most frequently ordered with food? Tea is prominent in both camps. Hot tea was the beverage most likely to be ordered with food; specifically breakfast. Roughly 62% of survey respondents had ordered hot tea with food in the prior month. On the other end of the spectrum, alongside bottled water and carbonated soft drinks, is dispensed iced tea. Roughly 65% of respondents purchased dispensed iced tea without food vs 35% with food.

\*Technomic, 2020 Beverage Consumer Trend Report



### RECIPE FOR SUCCESS

#### Bourbon Raspberry Iced Tea Buck

For the base of this cocktail, we're using Newman's Own Organics Raspberry Herbal Iced Tea.

#### INGREDIENTS

- 1.5 oz Bourbon
- 2 oz Raspberry Iced Tea
- .5 oz Lemon Juice
- .5 oz Simple Syrup
- 2 - 4 oz Ginger Beer
- 4 Raspberries

#### SIMPLE SYRUP

Combine equal parts sugar and water in a saucepan over medium heat and stir until sugar crystals have dissolved. Remove from the heat, let cool, and store in a sealable glass container in the refrigerator.

#### ASSEMBLY

- Brew your raspberry iced tea following standard brewing instructions.
- Muddle raspberries and simple syrup in a cocktail shaker.
- Add bourbon, raspberry iced tea, lemon juice, a full scoop of ice, and shake.
- Double strain over new ice in a highball glass, fill up with ginger beer, stir to combine, and garnish with a lemon wheel and raspberry on a cocktail pick.

## Tea Travels – INDIA



One of the largest tea producers in the world, Indian tea is made from two varieties – *Camellia sinensis* var *sinensis* and *Camellia sinensis* var *assamica*. Native to Assam, *Camellia sinensis* var *assamica* is most often used for producing full-bodied and strong black tea.

India has several tea producing regions but Assam and Darjeeling are the best known internationally. Teas from these different regions have distinctive flavor profiles driven by terroir. With an elevation of 230 feet/70m, Assam's tropical monsoon climate imparts a different taste profile than chillier subtropical temperatures of Darjeeling that has an elevation of 6,560 feet/2,000m. Assam is the single largest tea-growing region in the world and teas from this area are mostly stronger and darker. Teas from Darjeeling command the highest prices globally and are limited in availability because of the difficulty in reaching these hilly growing areas. Teas from Darjeeling tend to be lighter and include floral notes. *Source: Indian Tea Association*

## Products to watch



### Ready Sweet™ Flavor Paks by Southern Breeze®

New Ready Sweet Flavor Paks offer operators a sweet, simple and consistent method of instantly flavoring ice teas and lemonades.

Using existing equipment, this innovative one-step brewing product helps drive foodservice sales with expanded tea and lemonade menu varieties.

**Would you like to receive a free sample?**

[CLICK FOR SAMPLE](#)

## ASK THE EXPERTS

- Q** How much iced tea does a 3 oz tea filter bag make?
- A** A 3 oz tea pouch will brew 3 gallons of fresh iced tea.
- Q** Is the caffeine in tea different than the caffeine in coffee?
- A** Yes, tea's caffeine has a slow-release effect rather than the jolt that you experience with coffee.
- Q** Do you suggest an iced tea for hard water areas?
- A** Yes, Our Southern Breeze Good Traditions Non-Clouding Iced Tea blend in 32/3 oz. filter packs will help, but ideally a filter system should be placed on the tea brewer or water line.

## THE LAST SIP.

As we start 2022, our commitment to providing our customers with innovative products that support their businesses remains strong. We look forward to a great year, delivering profitable solutions to our customers.

– Ray Borooah, CEO Harris Tea



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