

June 6, 2007

Honest Tea Unveils Breakthrough Line for Children – Honest Kids

Honest Tea, the company that produces the top-selling bottled tea in the natural foods channel¹, worked with Flowdesign (www.flow-design.com) of Detroit Michigan to develop ***Honest Kids – Organic Goodness for the Young and Young at Heart.***



Honest Kids, the nation's first organic kids' drink packaged in a portable pouch, is coming to a store or deli near you this spring. Each variety is certified organic and contains less than half the sugar and calories of

other kid's drinks on the market while providing a day's supply of Vitamin C.

Honest Tea co-founder, President & TeaEO, Seth Goldman said, "Even we were surprised to learn that most drink pouches have more sugar per ounce than a can of soda."

Joanna Conroy, a registered dietician who works with children, commented, "The obesity epidemic among children is real. Limiting calories and sugar in their beverages is a key element in helping them maintain a healthy weight. Honest Kids contains half the calories and sugar of most children's drinks, making it a healthier choice for parents while still offering a great taste for kids."

Honest Kids is available in 6.75 oz pouches and comes in three flavors—Berry Berry Good Lemonade, Goodness Grapeness, and Tropical Tango Punch. *Honest Kids* pouches will come packaged 8 to a box and can also be sold individually.

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¹ SPINSscan – January 2007