

Amelia Bay

Clean Label Iced Tea

Setting clean label goals for your RTD private label iced tea tells retail customers that you care about the ingredients that go into your products and only pure, simple ingredients will do. Ready to drink beverages are different from fresh, point of service beverages and require technologic ingredients to extend shelf life and reduce problems with appearance and flavor degradation. Initial tea purchases in today's market are based on product appearance, label claims, perceived quality and price. However, repeat purchases are based on taste, appearance and perceived health benefits. Amelia Bay's brewed liquid tea extracts will help you address these market factors to increase product awareness and iced tea sales.

The alternative to soluble tea powder

Amelia Bay, which has been manufacturing extracts for the beverage industry for over a decade, has developed proprietary extraction technologies that yield premium, brewed-quality liquid tea extracts. Amelia Bay's customized tea extracts are the key to creating better tasting, better looking teas that are easy to manufacture. High concentration levels and flavor options allow for a more streamlined bottling process that in many cases allows for "just-add water" simplicity.

Updating Your Tea Program

Amelia Bay works directly with each client to develop custom formulations that will achieve the unique goals of the customer as well as enable easy product positioning. Using health and wellness claims like 80mg Polyphenols per serving, 100% Natural, Organic, and of course "Fresh Brewed" instantly differentiate and address the growing consumer preference for healthy and natural products. With formulation and manufacturing support, we can help you launch completely new products or help you improve existing product lines. If transitioning your product from powders



to liquid extracts is a concern, Amelia Bay can design a complete transition program that will gradually upgrade the taste and appearance of your products over time rather than all at once.

Your Partner for Next Generation Beverage Solutions

Amelia Bay is the industry leader in the development and manufacture of tea and coffee extracts, essences and aromas. Our extraction technology isolates and captures fresh flavor and aroma compounds to produce the ultimate in brewed-quality tea and coffee ingredients for the retail beverage and food service industry. We purchase premium tea from partners all over the world and extract onsite to deliver a product that is unique in the market place. If you are interested in any type of tea or coffee, we can help. Contact us today with questions and sample requests.

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