

PASSION FOR THE PERFECT CUP OF TEA

Our expert Teaologists create teas that are full-flavored and perfectly balanced – **NEVER BITTER, NEVER BLAND**. They select only the best tea leaves that are full of **BRIGHTNESS IN FLAVOR AND AROMAS**, so each cup gives you exactly what you need to fulfill your day.



PASSION BEYOND THE CUP



BRIGHTER TOMORROW AT ORIGIN is our commitment to sustainability programs that **SUPPORT THE COMMUNITIES** from which we source our tea.

THE BRIGHT TEA CO. is supporting **SMALL SHARE FARMER TRAINING** in Africa. Farmers learn **SUSTAINABLE GROWING PRACTICES** to produce more successful, higher quality crops, which improves their income and the quality of life for them and their families.



THE RAINFOREST ALLIANCE is an international, not for profit sustainable development organization that works to conserve **BIODIVERSITY** and ensure **SUSTAINABLE** livelihoods. The Rainforest Alliance Certified™ Seal lets you know you're buying a product that has been grown on a sustainably managed farm.

love the leaf™/MC

THE
**BRIGHT
TEA CO.**™/MC

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Contact your MARS Drinks sales representative and schedule a demonstration to learn more about how THE BRIGHT TEA CO. can improve your workplace. For details, go to

www.thebrightteaco.com.

Passion FOR TEA



TEA BLENDS CREATED WITH PASSION

Driven by our passion for tea and an entrepreneurial spirit, THE BRIGHT TEA CO.™/MC was started by a group of tea enthusiasts at **MARS DRINKS**. Our dedication to tea inspired us to create a line of **HIGH QUALITY** blends that are refreshed for the demands of today.



Sharing this passion, we collaborated with a world-renowned tea expert and together we **HAND-SELECTED** and sourced the finest tea leaves from around the world, and blended them with a craftsman's touch so you can enjoy a **PERFECTLY BALANCED, FULL-FLAVORED** cup of tea every time.

"In terms of brew-by-pack, it just leaves the competition in the dust."

OUR VALUES

At THE BRIGHT TEA CO., we are dedicated tea enthusiasts who are driven by a **PASSION FOR TEA** and a love for what we do. We have an **AUTHENTIC** respect for the tradition of tea, while we believe in a **CONTEMPORARY TWIST** to keep it fresh. We are **INSPIRED** by genuine, passionate people who want to share their passion with others.



THE POWER OF TEA

- Tea is the most commonly consumed beverage in the world after water.*
- The U.S. market for tea was \$8.5B in 2009 and it is forecasted to grow to nearly \$15B by the end of 2014, largely due to the connection between tea and health.**
- Tea is becoming the **DRINK OF CHOICE FOR HEALTH CONSCIOUS CONSUMERS**.
- Tea **CONTAINS NATURAL ANTIOXIDANTS** and is calorie-free.
- It is an affordable luxury.



A TEA FOR EVERY PART OF YOUR WORKDAY



ENGLISH BREAKFAST – Robust and full-bodied with notes of caramelized sugar and malt; balanced astringency.

EARL GREY – Medium-bodied with fresh bergamot aroma and flavor; notes of citrus and floral, slightly smoky.



BEGIN YOUR DAY WITH FOCUS AND ENERGY.

In 2009, 85% of total U.S. tea imports were black teas.†



GREEN WITH JASMINE – Light-bodied with a refreshing taste and fragrant aroma of jasmine.

SELECT GREEN – Smooth and creamy with a nutty aroma and taste; balanced bite and sweetness.



FEEL HEALTHY AND REFRESHED FOR THAT MID-MORNING MEETING.

Green tea imports increased 200%+ over the past decade.†



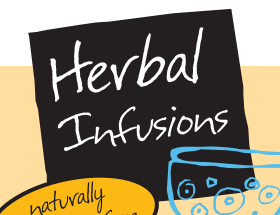
WHITE WITH ORANGE – Smooth and light-bodied with subtle orange flavor and aroma.

CHAI SPICE – Bright black tea with notes of ginger, cinnamon, black pepper and cardamom; best served sweetened as a latte.



CHOOSE TEA FOR YOUR AFTERNOON BREAK.

34% of tea drinkers buying specialty teas choose flavored teas.††



LEMON HERBAL – Light lemon and citrus notes with a touch of floral and honey flavors.

RASPBERRY HERBAL – Juicy, tart and sweet; full-bodied with a clean raspberry flavor.

PEPPERMINT HERBAL – Medium-bodied with full, rich peppermint flavor and chocolatey notes.



INSPIRE CREATIVITY WITH A LATE-DAY HERBAL INFUSION.

38% of tea drinkers who purchase specialty teas choose herbals.††



THE BRIGHT TEA CO. teas are now available for FLAVIA® brewing systems.



THE BEST TEA FOR THE WORKPLACE

PAUSE WITH A PURPOSE

- Our line of teas lets you **PAUSE AND RESET**, to re-center yourself for the day's challenges.

BETTER THAN TEA BAGS

- A PERFECT CUP OF TEA**, perfectly brewed at the perfect temperature for a perfect taste every time
- FAST**. Your tea is ready in under 30 seconds.
- Convenient, hassle-free and **NO TEA BAG MESS**

BETTER THAN OTHER BREW-BY-PACK TEAS

- Sealed-in **FRESHNESS** in each pack
- No crossover of flavor or coffee taste
- No need to clean between brews

*Source: The Tea Council of the USA, "Tea and Health – An Overview of Research on the Potential Health Benefits of Tea," Oct. 2005.
 ** Source: Packaged Facts, "Tea and RTD Tea in the U.S.," Dec. 2009.
 † Source: The Tea Association of the USA, Inc., "Growth in Specialty Tea," May 2010.

†† Source: Packaged Facts, "Tea and RTD Tea in the U.S.," Dec. 2009, Online survey conducted Feb. 2009.