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NESTEA(R) Introduces Green Tea Products with More Antioxidants

New Green Tea Flavors Provide Immediate Refreshment and the Natural Goodness of Tea

ATLANTA--(BUSINESS WIRE)--

NESTEA(R), the brand with over 50 years of iced tea heritage, announced today the launch of new Green Tea Citrus and Diet Green Tea Citrus products with 50 percent more antioxidants than before. The new Green Tea products are now available across the U.S.

Responding to consumers' increasing awareness of the health benefits of tea, NESTEA(R) combines all-natural fruit flavors and the natural goodness of tea in its new Green Tea Citrus and Diet Green Tea Citrus varieties. Both products now contain 50 percent more natural tea antioxidants, with 96 milligrams of flavonoid antioxidants per eight fl.-oz. serving. Proprietary consumer research drove the development of the new Green Tea Citrus and Diet Green Tea Citrus to offer exceptional taste for those seeking a delicious and refreshing green tea.

"As summer approaches, it is the perfect time to introduce products for consumers who want to quickly revitalize their day," said Penny McIntyre, Senior Vice President and General Manager of Coffee and Tea for Coca-Cola North America. "NESTEA offers delicious, simple blends of tea and natural fruit flavors. Our new Green Tea Citrus products with even more antioxidants are great additions to our line of refreshing teas."

In addition, NESTEA(R) is launching a brand new look. Sleek new packaging features fresh, dynamic graphics that call attention to the antioxidant content and all-natural fruit flavors.

NESTEA(R) is available nationwide in several packaging options. Green Tea Citrus and Diet Green Tea Citrus will be packaged in distinctive 20-ounce and half-liter plastic bottle 12-packs, as will NESTEA's Iced Tea with Lemon and Diet Iced Tea with Lemon flavors. Iced Tea with Lemon also comes in aluminum cans (Regular & Diet) and 2-liter plastic bottles (Regular). NESTEA(R) products are sold in supermarkets, convenience stores, drugstores and other retail stores.

About NESTEA

NESTEA(R) is a Nestle brand, licensed by The Coca-Cola Company. Coca-Cola North America markets NESTEA(R) ready-to-drink iced tea in the U.S. To download product photos or for more information, please visit: www.newproducts.coca-cola.com.

Source: The Coca-Cola Company