

Teatulia[®]
ORGANIC TEAS



GARBANZO
FRESH MEDITERRANEAN

Why Branding Your Tea Matters

A Garbanzo Fresh Mediterranean Case Study

Garbanzo Fresh Mediterranean

serves food from the healthiest region in the world, rooted in traditional meals that haven't changed for thousands of years. The menu features pure, fresh, unaltered ingredients responsibly sourced from nature. Garbanzo's goal is to offer customers a balanced blend of flavor and nutrition.

Adding fresh-brewed, organic iced tea to the menu is one part of a larger strategic plan to modernize Garbanzo, reflecting the vibrant and bold flavors that are synonymous with its food and culture. Offering an organic tea lineup also supports Garbanzo's goal of a sustainably sourced menu that's simple, clean, and good for you. Which makes aligning with a brand like Teatulia Organic Teas the perfect fit.

Garbanzo has been serving three flavorful, fresh-brewed organic iced teas in Teatulia branded vessels at 24+ locations since 2013. Not only do the colorful tea dispensers help capture

attention and speed up service, but they also sit in front of a wall wrap conveying Teatulia's garden-direct sourcing story. The story demonstrates Garbanzo's partnership with an innovative supplier who cares about how they treat the land and its people and is striving to cultivate the freshest, cleanest tea possible. It's

a story directly in sync with all that the Garbanzo brand stands for.

"Teatulia's line of proprietary energy tea is second to none—natural caffeine from organic tea leaves, all hand-picked on their farm in Bangladesh," says CEO James Park.



The way Garbanzo has prominently branded Teatulia's premium, organic teas have made the fast-casual chain a tea destination for consumers. From classic to fruity to naturally energizing, customers can pair their refreshing iced tea flavors with anything on Garbanzo's simple and fresh menu. And they can feel good about what they're sipping.

"I have studied just about every supplier in the nation and around the world and Teatulia is without fail the crème de la crème," continues Park. "If you care enough to serve your customers the very best in taste and quality, you have no reason to not give Teatulia a test-drive—your customers will thank you for it."

Looking to refresh your beverage menu?

Teatulia helps retail and foodservice companies build profitable tea programs and meet customer demand for healthy, organic, and sustainable menu choices. Teatulia Organic Teas are available in multiple formats, including fresh-brewed iced teas, individually wrapped single-serve hot teas, economical bulk tea bags, and retail canisters.



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JAMES PARK, GARBANZO CEO