

Frontier

PREMIUM WHOLE LEAF TEA PROGRAM



Organic Whole Loose Leaf Tea - Strong Sales Data

Whole Leaf Tea is growing at 10.8% - the fastest growing segment of the tea category. Even better news is that 100% Certified Organic tea items are experiencing a dollar growth of 17.8%.*

Superior Flavor and Health Benefits

Whole leaves retain the full components and essential oils of the tea plant (*Camillia sinensis*). Consumers are realizing the superior health benefits of whole leaf tea and are increasingly adding a “warm cup of tea” to their daily regimen.

Sustainably Sourced

Strong, established relationships with organic tea growers allows Frontier to offer the highest and most diverse selection of premium, organic and Fair Trade whole leaf teas.

Organic – Good for the Environment & the Consumer

Whole leaf teas are at the heart of sustainable, organic tea growing – furthering practices that protect soil from erosion, water supplies from contamination and field workers from chemical exposure.

**Spins Data ending 10/2008*

4 ft. Tea Set

	Quantity	Regular Price	Frontier Discount	Introductory Offer
1 Hands-Free Gravity Pull Bins	12	1,080.00	- 50.00	1,030.00
2 4' steel grocery shelf tray #18223	1	170.00	—	170.00
3 "Sip Responsibly" Header Card #18111	1	FREE	—	FREE
4 "Gold Standard" labels FREE	12	FREE	—	FREE
5 Tea Savvys FREE	25	FREE	—	FREE
6 Freight FREE* (estimated)	1	75.00	- 75.00	—
Total		1,325.00	- 125.00	1,200.00

Bulk Tea Accessories



M524681



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- Gold tea labels available to make your tea set stand out. Labels include tea flavor and character, country of origin, and brewing instructions. Labels available for Glass Jars (#8730) and Gravity Tea Bins (#18222)
- See tea pricing guide for more information.

Give your customers what they're looking for with Frontier's Premium Tea Set, including many certified organic and certified Fair Trade™ teas.



LOOK FOR THESE LOGOS

Trade Fixtures gravity bins and tray fit perfectly into your existing Madix or Lozier style grocery shelving.



FRONTIER™
NATURAL PRODUCTS CO-OP

Organic Fair Trade Certified™ Tea Recommended Planogram

Item #	Type	Description (Listed Alphabetically)	4 ft Set (12 bins)	Ranking
Green and White Teas				
2871	Green	Chai, Green CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		15
2921	Green	China Green CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		12
2873	Green	Gunpowder Green CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	1
2944	Green	Indian Green Tea, CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		28
2936	White	Indian White CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	16
1079	Green	Jasmine Tea CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	2
Black Teas				
2821	Black	Assam CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	7
1067	Black	Ceylon Orange Pekoe CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	10
2872	Black	Chai Black CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	6
1072	Black	Darjeeling CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	5
2826	Black	Earl Grey Tea blend CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	3
1078	Black	English Breakfast CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	4
1077	Black	Irish Breakfast CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	9
Herbal Teas				
2945	Herbal	Chamomile Flowers, CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	17
2946	Herbal	Hibiscus Flowers, CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		37
2947	Herbal	Peppermint Leaf, CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		35
2828	Herbal	Rooibos, CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™	✓	8
2948	Herbal	Spearmint Leaf, CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		38
Decaf. Teas				
2941	Black	Earl Grey CO2 Decaf CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		25
2942	Black	Indian Black CO2 Decaf CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		46
2943	Green	Mango Green Tea CO2 Decaf CERTIFIED ORGANIC, FAIR TRADE CERTIFIED™		34

Other High Growth Tea Options

Item #	Type	Product Description	Ranking
1076	Green	Bancha Tea CERTIFIED ORGANIC	18
2987	Green	Blueberry Green Kukicha CERTIFIED ORGANIC NEW	24
2894	Green	Dragonwell Tea CERTIFIED ORGANIC	21
2986	Green	Jasmine Pearl CERTIFIED ORGANIC NEW	47
2985	Green	Genmaicha Matcha CERTIFIED ORGANIC NEW	48
2829	Green	Genmaicha Tea CERTIFIED ORGANIC	22
2867	Green	Green Earl Grey Tea CERTIFIED ORGANIC	29
2874	Green	Green Tea, Raspberry Flavored CERTIFIED ORGANIC	19
2875	Green	Green Tea, Strawberry Flavored CERTIFIED ORGANIC	36
1060	Green	Gunpowder Pearl Mint tea	42
1075	Green	Sencha Leaf Tea CERTIFIED ORGANIC	11
2895	Green	Young Hyson Tea CERTIFIED ORGANIC	41
1058	White	White Peony Tea (Bai Mu Dan) CERTIFIED ORGANIC	23
2870	White	White Tea, Tangerine Flavored CERTIFIED ORGANIC	33
1062	White	Young Hyson Tea	40
2912	Black	Almond Blossom Oolong Tea CERTIFIED ORGANIC	26
2830	Black	China Black (Orange Pekoe) CERTIFIED ORGANIC	30
2913	Black	Cranberry Orange Tea CERTIFIED ORGANIC	45
1021	Black	Kukicha Twig Tea CERTIFIED ORGANIC	13
2929	Black	Lapsang Souchung Tea CERTIFIED ORGANIC	32
2827	Black	Se Chung Special Oolong CERTIFIED ORGANIC	20
2898	Black	Yunnan Tea CERTIFIED ORGANIC	44
2624	Herbal	Guardian Spirit Tea	43
4002	Herbal	Lemon Ginger Tea CERTIFIED ORGANIC NEW	31
1341	Herbal	Relaxing Tea	39
2564	Herbal	Yerba Mate CERTIFIED ORGANIC	14

Ask your Rep about organic options for Peppermint, Chamomile, Hibiscus & Spearmint

Account Name _____

Address _____

City, State, Zip _____

Buyer's Name _____

Terms or COD _____

Credit Card (Type, Number) _____

Special Instructions _____

Today's Date _____

Submitted By _____

Fax: 1-800-717-4372

