

CAST A LONG SHADOW

Celestial Seasonings

Hot Teas – Classics and Tea Well



Contact: Mark McFann – mmcfann@castalongshadow.com – 832.551.6571

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Cool Brew Teas



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K-cup teas



Available teas include:

- Sleepytime
- Green Tea
- Black Energy Tea
- English Breakfast Tea
- Lemon Zinger Herbal

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Counter Displays



6 box



8 box

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Floor Displays 1 - Green & Black Tea

48ct Green and Black Tea Display-A

Description

This display brings together four new great tasting Green and Black teas with functional benefits. With as much caffeine as a cup of coffee, the Green and Black Energy teas offer an extra boost of energy — perfect for getting you out of bed in the morning or getting out of a mid-day slump. The Probiotic Black and Green teas feature full-bodied flavor and active probiotic ingredients that nourish the body. The Probiotic Black tea is the first black tea blended with probiotics to the marketplace. These blends are as delicious, as they are supportive. The customer is bound to be drawn to these innovative, functional blends.

Display Specs

Each shipper holds 48 boxes of Energy and Probiotic Teas.

Contents:

Green Energy (12 boxes)
Black Energy (12 boxes)
Green Probiotic (12 boxes)
Black Probiotic (12 boxes)

Order Code: 54566

GTIN Code: 00 0 70734 54566 5

Shipper Weight: 11.81 lb

Case Cube: 2.12 cubic feet

Pallet Pattern: 4 x 5

Shipped Dimensions: 23.31" L x 20.12" W x 7.81" H

Assembled Dimensions: 48" H x 16 3/8" W x 19 1/2" D

Shelf Life: 2 years

Kosher Certification: Circle-U



Green and Black Tea Small Pack Display-A

Description

This display brings together four new great tasting Green and Black teas with functional benefits. With as much caffeine as a cup of coffee, the Green and Black Energy teas offer an extra boost of energy — perfect for getting you out of bed in the morning or getting out of a mid-day slump. The Probiotic Black and Green teas feature full-bodied flavor and active probiotic ingredients that nourish the body. The Probiotic Black tea is the first black tea blended with probiotics to the marketplace. These blends are as delicious, as they are supportive. The customer is bound to be drawn to these innovative, functional blends.

Display Specs

Each shipper holds 144 Packs of Energy and Probiotic Teas.

Contents:

Green Energy (36 packs)
Black Energy (36 packs)
Green Probiotic (36 packs)
Black Probiotic (36 packs)

Order Code: 54574

GTIN Code: 00 0 70734 54574 0

Shipper Weight: 14.727 lb

Case Cube: 5.87 cubic feet

Pallet Pattern: 1 x 8

Shipped Dimensions: 16.88" L x 12.75" W x 47.68" H

Assembled Dimensions: 60" H x 12" W x 16" D

Shelf Life: 2 Years

Kosher Certification: Circle-U



72-ct Green Tea Display

Description

This display brings together five of your customers' favorite Celestial Seasonings® Green Teas. Honey Lemon Ginseng, Decaf, Authentic and Antioxidant have the perfect blend of two of the world's most treasured tea varieties: steamed sencha-style green tea (which provides a fresh taste with a slight sweetness) and pan-fired green tea (for a pleasant nuttiness). We've also added antioxidant Vitamin C to support your everyday wellness to these five teas. The newest offering - Ginger Green Tea, taps into the leading flavor trend of ginger.

Display Facts

Consumption of green tea is expected to rise by about 5% in the U.S., thanks to a boost from health-conscious consumers (April 2015, WSJ).

Display Specs

Contents: Honey Lemon Ginseng (18 boxes), Decaf (18 boxes), Authentic (12 boxes), Antioxidant (12 boxes) & Ginger (12 boxes)

Order Code: 53428

GTIN Code: 000 70734 53428 7

Shipper Weight: 19.1 lb

Case Cube: 3.7 cubic feet

Pallet Pattern: 4 x 3

Shipped Dimensions: 29.25" L x 18" W x 12" H

Assembled Dimensions: 61" H x 17 1/2" W x 15" D

Shelf Life: 24 months

Kosher Certification: Circle-U



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Floor Displays 2 - Wellness & Herbal Teas

48ct TeaWell Display-A

Description

At TeaWell, we believe in blending flavor and function. That's why we thoughtfully balance nourishing ingredients with flavorful herbs and botanicals that have been traditionally used to support your body and mind. This display brings together four of our organic wellness blends: Honey Lemon, Matcha Green, Sleep and Laxative.

Display Specs

Each shipper holds 48 boxes of TeaWell Wellness Teas.

Contents:

Honey Lemon (12 boxes)
Matcha Green (12 boxes)
Sleep (12 boxes)
Laxative (12 boxes)

Order Code: 54564

GTIN Code: 00 8 56429 00821 5

Shipper Weight: 10.529 lb

Case Cube: 2.12 cubic feet

Pallet Pattern: 4 x 5

Shipped Dimensions: 23.31" L x 20.12" W x 7.813" H

Assembled Dimensions: 48" H x 16 3/8" W x 19 1/2" D

Shelf Life: 24 months

Kosher Certification: Circle-U



48-ct Wellness Tea Display

Description

This display brings together four of our relaxing and effective Sleepytime® Wellness Teas – including our improved Sleepytime® Echinacea Complete Care®. Help your customers find the perfect Wellness Tea to help naturally soothe their symptoms and drive Specialty Tea sales at your store.

Display Facts

The Sleepytime franchise commands a 5.5% dollar share of the entire Specialty Tea category (Nielsen, 24 weeks ending 3/14/2015).

Display Specs

Contents: Sleepytime Extra (16 boxes), Sleepytime Echinacea Complete Care (16 boxes), Sleepytime Throat Tamer (8 boxes) & Sleepytime Sinus Soother (8 boxes)

Order Code: 51745

GTIN Code: 000 70734 51745 7

Shipper Weight: 13.25 lb

Case Cube: 2.56 cubic feet

Pallet Pattern: 3 x 7

Shipped Dimensions: 46.5" L x 13.625" W x 7" H

Assembled Dimensions: 71" H x 12.25" W x 12" D

Shelf Life: 24 months

Kosher Certification: Circle-U



72-ct Herbal Tea Display

Description

Celestial Seasonings® created the Herbal Tea segment and continues to drive category expansion. This display brings together five of your customers' favorite Herbal Teas. From invigorating Raspberry Zinger® to calming favorites Sleepytime®, Peppermint and Chamomile, there's a classic herbal tea in this display that's perfect for any occasion.

Display Facts

Celestial Seasonings continues to lead the Herbal Tea segment with a 40% unit share (IRI, MULO, 24 weeks ending 3/19/17).

Display Specs

Contents: Sleepytime (18 boxes), Chamomile (18 boxes), Peppermint (18 boxes), Raspberry Zinger (12 boxes) & Tension Tamer (6 boxes)

Order Code: 53429

GTIN Code: 000 70734 53429 4

Shipper Weight: 19 lb

Case Cube: 3.7 cubic feet

Pallet Pattern: 4 x 3

Shipped Dimensions: 29.25" L x 18" W x 12" H

Assembled Dimensions: 61" H x 17 1/2" W x 15" D

Shelf Life: 24 months

Kosher Certification: Circle-U



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Floor Displays 3 - Holiday Displays

48-ct Holiday Tea Display

Description

Consumers can hardly wait for our Holiday Tea display to appear in their local store. This display brings together time-honored favorites like Candy Cane Lane® and Gingerbread Spice™ with newer holiday delights like Cranberry Vanilla Wonderland®.

Display Facts

Celestial Seasonings® leads all brands in Holiday Tea. Six of the top ten holiday teas are Celestial Seasonings®. (IRI, MUL0, 12 weeks ending 12/27/15).

Display Specs

Contents: Candy Cane Lane (12 boxes), Gingerbread Spice (12 boxes), Sugar Cookie Sleigh Ride (12 boxes) & Cranberry Vanilla Wonderland (12 boxes)

Order Code: 53666

GTIN Code: 000 70734 53666 3

Shipper Weight: 17 lb

Case Cube: 1.92 cubic feet

Pallet Pattern: 3 x 7

Shipped Dimensions: 46.5" L x 13.625" W x 7" H

Assembled Dimensions: 71" H x 12.25" W x 12" D

Shelf Life: 24 months

Kosher Certification: Circle-U



72-ct Holiday Tea Display

Description

Consumers can hardly wait for our Holiday Tea display to appear in their local store. This display brings together time-honored favorites like Candy Cane Lane® and Gingerbread Spice™ with newer holiday delights like Cranberry Vanilla Wonderland®.

Display Facts

Celestial Seasonings® leads all brands in Holiday Tea. Six of the top ten holiday teas are Celestial Seasonings®. (IRI, MUL0, 12 weeks ending 12/27/15).

Display Specs

Contents: Candy Cane Lane (18 boxes), Sugar Cookie Sleigh Ride (18 boxes), Cranberry Vanilla Wonderland (18 boxes) & Gingerbread Spice (18 boxes)

Order Code: 53431

GTIN Code: 000 70734 53431 7

Shipper Weight: 19 lb

Case Cube: 3.7 cubic feet

Pallet Pattern: 4 x 3

Shipped Dimensions: 29.25" L x 18" W x 12" H

Assembled Dimensions: 61" H x 17 1/2" W x 15" D

Shelf Life: 24 months

Kosher Certification: Circle-U



144-ct Holiday Tea Display

Description

Consumers can hardly wait for our Holiday Tea display to appear in their local store. This two-sided display brings together time-honored favorites like Candy Cane Lane® and Gingerbread Spice™ with newer holiday delights like Sweet Harvest Pumpkin® and Cranberry Vanilla Wonderland®.

Display Facts

Celestial Seasonings® leads all brands in Holiday Tea. Six of the top ten holiday teas are Celestial Seasonings®. (IRI, MUL0, 12 weeks ending 12/27/15).

Display Specs

Contents: Candy Cane Lane (30 boxes), Gingerbread Spice (24 boxes), Sugar Cookie Sleigh Ride (30 boxes), Sweet Harvest Pumpkin (24 boxes) Caramel Apple Dream (12 boxes), Sugar Plum Spice (12 boxes) and Cranberry Vanilla Wonderland (12 boxes).

Order Code: 52803

GTIN Code: 000 70734 52803 3

Shipper Weight: 35 lb

Case Cube: 7.5 cubic feet

Pallet Pattern: 1 x 5

Shipped Dimensions: 36" L x 24" W x 15" H

Assembled Dimensions: 70" H x 23" W x 13.25" D

Shelf Life: 24 months

Kosher Certification: Circle-U



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READY TO PRINT - Digital, resizable, signage— Examples below

[CLICK THIS LINK TO VIEW AND/OR DOWNLOAD ALL DIGITAL ASSETS](#)



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