

# MILO'S

*The Great Southern Tea Company since 1946.*



**For Immediate Release, April 11, 2006**

## **Milo's Tea Company Introduces Its Famous Sweet Tea to Atlanta and North Georgia!**

Milo's Tea Company is introducing its All-Natural, Ready-to-Drink teas to the Atlanta and North Georgia markets beginning April 24th. Milo's has been producing Famous Sweet Tea since 1989 and is excited to now offer products in this new market. The new market area will span from Macon through north Georgia including the Atlanta metro area.

Milo's Tea is very different from other beverages – It is All Natural with No Preservatives, No Added Colorings and No Added Flavors. Beyond being a great tasting and refreshing beverage, tea is also a good source of antioxidants.

Milo's Tea Company and Mayfield Dairy have formed an alliance to distribute Milo's Famous Tea throughout the Mayfield Dairy direct store delivery territory. Jay Evers, Milo's Chief Operating Officer, added, "It is a natural for us to team with Mayfield - a quality and proven brand enjoyed by generations of quality-conscious consumers. Likewise, Milo's has earned an excellent reputation for tea lovers—by brewing a superior, all-natural ready-to-drink tea. We are delighted to increase our service by pairing with Mayfield." The expansion into Georgia will introduce consumers to a premium tea reminiscent of a "Sunday at Grandma's." Initially, Milo's Tea will be available in both the gallon and pint size in area supermarkets, convenience stores, discounts stores and other retailers. The suggested retail price is \$2.69 per gallon and \$ .99 per pint.

Milo's Tea will have a booth at the 2<sup>nd</sup> Annual Atlanta Wings Festival, to be held Saturday, April 22 through Sunday, April 23. Don't miss this opportunity to discover for yourself the quality difference of Milo's Tea.

### **About Milo's Tea Company:**

Located in Bessemer, Alabama, Milo's Tea Company began in 1946 when Milo Carlton opened his first Milo's Hamburger Shop in Birmingham, Alabama. Due to the high demand for their sweet tea, Milo's began manufacturing and distributing tea in 1989. For over sixty years, Milo's Tea Company has perfected the process of making the best freshly brewed tea available. Milo's tea is sold in convenience stores and grocery stores across Alabama, Mississippi, Middle Tennessee and the Florida panhandle and will soon be expanding into Georgia, East Tennessee, Louisiana, and parts of Virginia and South Carolina. Read more about the company and its famous tea at [www.milosteaa.com](http://www.milosteaa.com).

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