



*The Great Southern Tea Company since 1946.*



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## **Milo's Tea Company Introduces NEW - No Calorie – Famous Sweet Tea!**

Milo's Tea Company is expanding its product line by introducing No Calorie—Milo's Sweet Tea, Sweetened with Splenda to the Nashville market on May 15, 2006. This product will provide a way for consumers who are concerned with sugar content to enjoy some of Milo's Famous Tea, which has become a staple in refrigerators of the South. Jay Evers, Chief Operating Officer for Milo's, is excited about the product because "People can now enjoy the great taste of Milo's Sweet Tea without a concern for calories. Milo's Tea Company has received thousands of requests for a reduced calorie sweet tea. As with the Milo's tradition, we have listened to our customers and heeded the call." This tea is a significant step in the bottled tea business and is one of the first of its kind on the market. Milo's Tea with Splenda offers the same Milo's freshness and taste but in a calorie free version. The tea is brewed fresh and contains zero preservatives. This new product is available in gallon containers at area grocery stores and super centers that already carry Famous Sweet Tea and Unsweet Tea. The suggested retail price is \$2.69 per gallon.

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

Located in Bessemer, AL, Milo's Tea Company began in 1946 when Milo Carlton opened up his first Milo's Hamburger Shop in Birmingham, AL. 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. Distribution of Milo's Tea is currently expanding into Georgia, East Tennessee, and Louisiana. Read more about the company at [www.milostea.com](http://www.milostea.com).

### **Press Contacts:**

Mitch Wolfe  
[mitchwolfe@milostea.com](mailto:mitchwolfe@milostea.com)  
Milo's Tea Company, Inc.  
3112 Dublin Lane  
Bessemer, AL 35022  
Office: 205-424-4284  
Fax: 205-424-0997