



News Release
For immediate release

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Get up and go with a maté latte

Pixie Maté serves up antioxidants, energy and indulgence in one sweet cup

BOULDER, Colo. (August 14, 2006) — If the perfect beverage could be created, it would look a lot like a Pixie Maté latte. Part energy drink, part indulgent treat, it's loaded with

antioxidants, vitamins and minerals, and brimming with flavor. Enjoyed hot or cold, maté literally knocks the socks off coffee, green tea and sports drinks.



First, there's the energy. Pixie's organic yerba maté (pronounced MAH-tay) packs a powerful punch of sustained, nonjittery energy that's ideal whether you're running marathons or just trying to get through another day at the office. Yerba maté — a traditional South American tealike leaf — is known

for its ability to boost energy and metabolism in a controlled way, while calming nerves.

Although its caffeine content is similar to that of coffee, maté produces a different effect, promoting alertness rather than jitters, and a feeling of sustained, energetic peace instead of a cycle of peaks and valleys between cups.

“There's no doubt that drinking yerba maté contributes positively to the hectic American lifestyle,” says TJ McIntyre, Pixie Maté's co-founder. “Whether you're an ultra-distance runner or a busy mom, maté gives you a boost that helps maintain energy and focus, but it won't tax you physically the way that other 'energy' beverages do,” he added.

Energy isn't the only reason to be excited about maté. The antioxidants contained in Pixie Maté's lattes have the ability to prevent free radicals from damaging cells, thereby helping to reduce the incidence of arthritis, premature aging, cataracts and even cancer, heart disease and stroke. The oxygen radical absorbance capacity (ORAC) method measures the level of antioxidants available in foods. Pixie Maté's lattes contain a llama load — 24,400 —

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approximately eight times that of green tea (2300-3100), 22 times more than orange juice (650-1100) and 30 times more than broccoli (400-800).¹

"A diet high in antioxidants is critical both for the serious athletes I counsel and clients looking to improve their overall health," says sports nutritionist Susan Kundrat, MS, RD, president of Nutrition on the Move, Inc. in Urbana, Ill., and author of *101 Sports Nutrition Tips*. "Antioxidants help the body function at its best. Yerba maté is an excellent source of antioxidants," she added.

As if energy and antioxidants weren't inducement enough, Pixie Maté's lattes have a serious flavor profile that begs attention. The **Original Maté Latte** concentrate is enriched with a touch of cardamom, vanilla and clove; the **Dark Roast Maté Latte** is a java junkie's dream with robust chicory and roasted ramon nut; the **Maté Mocha Latte** is a decadent double dose of Dutch chocolate and rich cocoa; and the **Maté Chai Latte** is sweetly spiced with cinnamon, cloves, vanilla and a wink of enlightenment. All four 32-ounce latte concentrates are available in aseptic packages, contain eight servings and have a suggested retail price of \$3.99. A range of bagged and loose leaf maté blends are also available.

Pixie Maté's lattes can be found in approximately 1000 cafes and in natural products stores throughout the U.S., as well as in select grocery stores such as King Soopers and Stop and Shop. For more information, or to order online, visit www.pixiemate.com. Product samples and photos are available upon request.

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With strong roots in the natural products industry, TJ McIntyre and Duane Primozich founded Pixie Maté on the inspiration of the people and place of Boulder, Colo. Setting out to define the next generation of industry pioneers, these Gen Xers are carrying on the wisdom learned from their mentors, the organic industry founders. They are committed to providing consumers nationwide with sustainably sourced organic products that deliver on taste and pleasure, as well as to promoting the benefits of the maté latte. The Pixie Maté office, and production of its 32 ounce packaging, is fueled by wind power.

How to Make a Pixie Maté Latte

Stir equal parts Pixie Maté concentrate with milk, soy milk or even ice cream. Heat on the stove, zap in the micro, steam or chill (over ice). Oh, and another thing: Hang on to your hat.

Or, Do the Brew Thing

Boil fresh water, pour over filter bag, steep for five minutes. Gently squeeze (the bag, not yourself) and remove. For a chilled treat, pour over ice.

¹ ORAC test conducted by Brunswick Labs in Wareham, Mass.