



News Release

For immediate release

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Maté latte magic

Pixie Maté serves up a hot new trend to a nation of java lovers

BOULDER, Colo. (January 20, 2006) — Move over coffee and chai: the next big thing in beverages is the maté latte. Offering health benefits, energy and comfort to java lovers in one sweet cup, it's the got-it-all beverage trend that's set to sweep the nation's coffee houses. With eight to eleven times the antioxidants of green tea, and loaded with vitamins and minerals, yerba maté (pronounced MAH-tay) lattes pack a powerful punch that provides a sustained, non-jittery energy boost. And now, thanks to Pixie Maté's signature range of organic latte concentrates, the magic of maté can be savored hot or cold, any time, anywhere.



Maté is making headlines in culinary circles. Recently rated as one of the top five cutting-edge food trends by the International Association of Culinary Professionals¹, yerba maté is a traditional South American tea-like leaf that can 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 peace instead of a cycle of peaks and valleys between cups.

Maté also tops the list of up-and-coming food sensations according to the fall Culinary Trend Mapping Report², which keeps professionals abreast of hot trends in the food industry. "We expect that yerba maté will be the next news in beverages," said Kimberly Egan, principal and senior director of client services, CCD.

"We've brought a traditional South American drink to life for consumers in the U.S.," says Pixie Maté's co-founder T.J. McIntyre. "Our maté lattes satisfy today's desire for great taste, more energy and better health. Pixie combines all three

¹ "Tomorrow's Table: IACP Trend Initiative", International Association of Culinary Professionals, 2005.

² Culinary Trend Mapping Report: A Quarterly Journal of Food and Ingredient Insight, produced by Packaged Facts, a division of MarketResearch.com, and San Francisco's Center for Culinary Development (CCD).

needs with a squeeze of sass that makes anyone's day really hum with fun," said McIntyre.

Antioxidants are a top health trend in themselves, and with good reason: their ability to prevent free radicals from damaging cells can help to reduce the incidence of arthritis, premature aging, cataracts and even cancer, heart disease and stroke. As the body ages, it produces fewer antioxidants to fight these unstable molecules, which is why health experts recommend a diet rich in antioxidant-containing foods like fruits and vegetables. Oxygen Radical Absorption Capacity (ORAC) measures the level of antioxidants available in foods: Pixie Maté's lattes contain a llama-load - 24,400 - which is 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)³.

Health benefits aside, 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, while 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 of \$3.99. A range of bagged and loose leaf maté blends are also available.

It was a love of maté that inspired TJ McIntyre and Pixie co-founder Duane Primozich to create the energetic brand that is taking coffee houses by storm.

"The maté latte is really a whole new experience," said Primozich. "Pixie Maté's lattes are part energy drink, part health food. That alone would be a reason on its own to enjoy maté every day, but then there's this sublime taste sensation that's like an indulgent treat. Add those things together and Pixie's maté lattes make everything else seem pretty ordinary," he added.

Demand for organic beverages continues to increase. According to *Nutrition Business Journal*, sales of organic beverages in 2003 grew 19 percent. The *Natural Foods Merchandiser's* "Market Overview" Study reported that organic non-alcoholic beverages also grew at 19 percent in 2004. Pixie Maté is third-party certified organic by QAI and is currently available at Whole Foods and Wild Oats, and most natural foods stores. It is rapidly expanding into natural food

³ ORAC test conducted by Brunswick Labs in Wareham, MA.

grocery and coffee house distribution throughout the U.S. Product samples and photos are available upon request.

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TJ McIntyre and Duane Primozich founded Pixie Maté on the inspiration generated from the place and the people of Boulder, Colo., which they both call home. With strong roots in the natural products industry, these Gen Xers are setting out to define the next generation of industry pioneers, carrying on the wisdom learned from their mentors, the organic industry founders. They are now committed to a company based on great-tasting, sustainably sourced product that delivers on taste and pleasure.

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.