

The new way to drink TEA: COFFEE-STYLE!

red espresso® is the tea that plays by coffee's rules:

- 100% Rooibos tea – enjoyed like coffee!
- Specially ground for use in espresso and coffee appliances
- **Naturally caffeine-free**
- **5 x more antioxidants than green tea** (per ORAC measurements)
- Rich-tasting, full-bodied & smooth with slightly sweet, earthy undertones (not bitter like coffee)
- Delightfully versatile: makes cappuccinos, lattes, iced teas and more
- Easy to make
- **Available in 1kg catering bags and 250g pouches for resale**
- Product of South Africa



Ground to a patented cut, red espresso® is ready-to-use in a range of espresso and coffee appliances



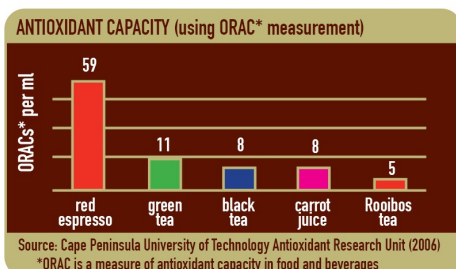
Easy to make on your existing espresso machine, and on various filter and espresso appliances at home

Like coffee espresso, red espresso® is used to make a range of delicious, coffee-style Rooibos tea drinks. Whether you're someone who likes to be the first to try new things, a coffee lover wanting to cut down on caffeine; a tea drinker looking for an extra special tea experience; pregnant; or if you simply like to look after your health, there's a red drink for you and every occasion.



Naturally caffeine-free, rich in antioxidants!

A calming, good-for-you tea espresso, red espresso® is naturally caffeine-free, rich in antioxidants and can be enjoyed at any time of the day or night.



red espresso® has 5 x more antioxidants than green tea

How to prepare red espresso®:

Ready to use and easy to make, red espresso® can be prepared using your existing espresso machine, and on various other filter and espresso appliances. As an espresso product, red espresso® is best prepared using an espresso machine and stovetop espresso maker. Enjoy rich-tasting red espresso® straight up, with honey, or use it to make your favorite red drink. Add steamed and foamed milk to make a red latte®, or pour a shot over ice and apple juice to make a revitalizing iced tea, fresh red®.

TIP! Always ensure your appliance is clean when switching between coffee and red espresso®.

Espresso machine



- Use 12g (2 tablespoons) per double shot (60ml / 2oz.)
- Enjoy straight up with or without honey, or use it to make your favourite red drink.
- Note: red espresso® is not for use in automatic espresso machines.

Visit www.redespresso.com for detailed preparation instructions in your download the barista video

Stovetop espresso maker



- Fill filter basket with red espresso®. Leave enough space for the tea leaves to expand.
- Once fully extracted, enjoy straight up with or without honey, or use it to make your favourite red drink.

French Press



- Use 12g (2 tablespoons) per cup. Add hot water, stir and allow to brew for 3 minutes.
- To adjust the strength, add more red espresso®.
- Enjoy with or without milk and honey.
- Or use to make your favourite red drink

Coffee maker



- Prepare the same way as filter coffee.
- Do not overfill the filter! Leave space for the tea to expand.
- Enjoy this full-bodied, rich-tasting tea with or without milk and honey.
- Or use to make your favourite red drink

For detailed information on preparing red espresso® and recipes, see www.redespresso.com.

Taking tea out of the bag

Combining the style of coffee with the goodness of tea, red espresso® is the world's first tea espresso! Made using only the finest Rooibos tea, grown at the highest altitude in the Cedarberg Mountains of South Africa and delicately refined under patent, red espresso® delivers an authentic tea espresso, which is delicious and good for you. Richer, more flavourful and with more antioxidants than any other tea, red espresso® captures the pure essence of Rooibos tea - espresso-style!



red espesso® Rooibos tea lands

The red story

A coffee junkie with a love for espresso, South African farmer Carl Pretorius walked into his kitchen one day desperate for a fix. Conscious of the toll caffeine was taking on his health, he realised he needed to find a healthy alternative - one that didn't compromise on taste or sophisticated espresso style.

Inspired by Rooibos tea - a South African herbal tea that is naturally caffeine-free and renowned for its health benefits - Carl started experimenting with creating a healthy espresso made from tea. After many months, he finally succeeded in expressing a shot that had everything he had been looking for: a delicious, rich-tasting, full-bodied Rooibos tea espresso - coated with crema!

Patenting the product, Carl teamed up with friends and family and, in 2006, red espesso® was born. With it came a range of delicious café-style red drinks - destined to revolutionise café culture the world over!



red espesso® founder, Carl Pretorius

Award-winning innovation



- SA Food Review / Symrise Best New Product 2006 (South Africa)
- SCAA (Specialty Coffee Association of America) – Best New Product – Specialty Beverage 2008/09 (USA)
- World Tea Expo: Top 10 Product 2008 (USA)
- IUFoST (International Union of Food Science and Technology) Global Food Industry Award – Product Innovation – 2008 (Shanghai)
- Sunday Times Marketing Excellence Awards – Rising Star of the Year Award – 2008 (South Africa)