



## News Release

For immediate release

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### **All lattes are not created equal**

*Pixie Maté's lattes add the essential element of wellness missing from tea and coffee drinks*

BOULDER, Colo. (Oct. 3, 2006) — According to the 2005 "Shopping for Health" study by the Food Marketing Institute,<sup>1</sup> more than 56 percent of Americans believe that proactively managing diet with healthful choices is better than taking medications to manage illness. Given the popularity of everyday staples like tea and espresso lattes in the American diet, the significance of healthy beverage choices cannot be overlooked. But not all lattes are created equal.

**With its high antioxidant content, the yerba maté (pronounced MAH-tay) latte is the only latte that offers all three of the attributes Americans are looking for in a café setting: energy, taste and a wallop of wellness.**

"When it comes to comparing drinks on the basis of their health benefits, the important thing to look at is the number of antioxidants they contain," says T.J. McIntyre, co-founder of Pixie Maté, a leading purveyor of mate lattes. "When you realize that one 16-ounce serving of Pixie Maté's Original Latte contains nine times more antioxidants than a standard serving of green tea, it's hard not to question your choices the next time you're in line at the coffee shop," McIntyre adds.

Antioxidants in foods can help to reduce the incidence of arthritis, premature aging, cataracts and even cancer, heart disease and stroke. They are measured in terms of their oxygen radical absorbance capacity (ORAC). Pixie Maté's Original Latte has an ORAC level of 24,400, compared with 2,300-3,100 for green tea, 650-1,100 for orange juice and 400-800 for broccoli.<sup>2</sup> Pixie Maté's Original Latte is also a significant source of vitamins A, B, C and E, and contains nine minerals and 15 amino acids.

Americans switching to maté for its health benefits need not worry about giving up their daily shot of caffeine. Pixie Maté's lattes deliver 165 milligrams of caffeine per 8 ounces — as much as a strong brew of drip coffee and three times as much as black tea. An espresso latte provides approximately 100 milligrams of caffeine per shot. But what truly sets maté lattes apart from other lattes is that they contain the feel-good ingredients theobromine (found in chocolate) and theophylline (found in green tea). Combined with caffeine, these elements offer a balanced, nonjittery energy boost that other caffeinated drinks can't beat.

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<sup>1</sup> Food Marketing Institute and *Prevention* magazine, *Shopping for Health 2005: Meeting the Needs of Family Health and Wellness*.

<sup>2</sup> ORAC test conducted by Brunswick Labs in Wareham, Mass.

No wonder, then, that in its native land of Argentina, maté consumption outranks coffee eight to one.

Health and energy aside, indulgence is the key reason most people crave lattes. The maté latte is no slouch in the taste department: Pixie Maté's Original Latte has a slightly sweet taste profile that is enhanced with a touch of cardamom, vanilla and clove. It's also lower in sugar than other drinks: While a serving of Tazo Green Tea Latte has 35 grams of sugar, Pixie Maté's Original Latte has just 15 grams. A serving of Oregon Chai contains 18 grams of sugar.

"Ultimately, the maté latte is the only beverage that offers health-conscious Americans the wellness, energy and taste they're looking for," says McIntyre. "By introducing the maté latte to cafes and supermarkets across the U.S., we're offering people an everyday element of wellness that no other drink can match," he notes.

Pixie Maté's lattes are available in Original Maté Latte, Dark Roast Maté, Latte Maté Mocha Latte and Maté Chai Latte. All four 32-ounce latte concentrates are available in aseptic packages, contain eight servings and have a suggested retail price of \$4.79. A range of bagged teas (suggested retail price of \$4.59) and loose leaf maté blends are also available.

Product samples and photos are available upon request. For more information visit [www.pixiemate.com](http://www.pixiemate.com).

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*With strong roots in the natural products industry, T.J. 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. Pixie Maté's Boulder office is entirely powered by wind power supplied by Renewable Choice.*

### **Winter Recipes**

#### **Chase away chills with a cup of Chocolate Maté Solstice Magic:**

Boil fresh water; pour over filter bag, steep for five minutes. Gently squeeze (the bag, not yourself) and remove. Sweeten to taste with local honey or organic agave nectar.

#### **What, no snow? Chill out with a cool brew:**

For a chilled treat, pour equal parts of milk or soy milk and Pixie Maté's Original Latte concentrate over ice. Brrrrilliant!

**Get the party started with a Pixie-52**

Simply blend ½ ounce of Pixie Maté's Original Latte concentrate with ½ ounce of Grand Marnier, 1½ ounces of Kahlua and ½ ounce organic milk. Hang on to your hat!