

# WHAT'S BREWING IN THE WORLD OF ICED TEA?

Approximately **85%** of tea consumed in America is iced\*

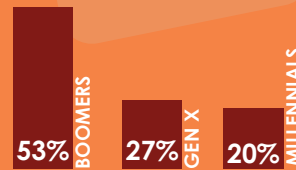
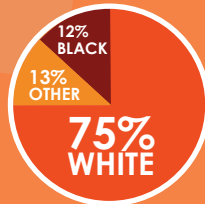
## WHO?



**58%**  
WOMEN



**42%**  
MEN



## WHY?



## WHERE?



## EMPLOYMENT



## HOUSEHOLD INCOME



## FLAVOR FAVS

THE TOP FOUR MOST POPULAR FLAVORS



## CONSUMPTION HABITS

