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## With New Tea Line, Brazil Gourmet Tries to Break Out of Ethnic Market

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Brazil Gourmet, billed as an importer of premium fruit nectars from Brazil, is expanding its product line with four new nectar-flavored teas, according to the product's manufacturer, Liberty Imports USA, Inc.

Starting this month the domestically produced nectar teas will be available in 16-ounce textured glass bottles and four tropical flavors: Mango, Guava, Passion Fruit, and Mango-Passion Light. Suggested retail price for the 16-ounce bottle is \$1.99.

Brazil Gourmet has developed colorful new packaging for the line. The labels feature color photos of the exotic fruits contained inside, information about the nutritional value of the products and a redesign of the brand's South American toucan logo. The entire Brazil Gourmet line will sport similar packaging come June.

Brazil Gourmet Nectars have won wide acceptance throughout the Northeast, especially among the fast-growing Latino and Asian markets, and are increasingly popular with all demographics nationwide, according to Liberty Imports executive Simone Anewalt.

She noted that mango "is one of the hottest flavor trends in the business."

Brazil Gourmet beverages are sold at Costco and BJ's wholesale clubs and at independent supermarkets in New York, Massachusetts, Maryland and New Jersey.

New distributors are currently being sought for California, New York, Texas, Florida, New England and metropolitan Chicago and Seattle.

Although the demand for nectar juice products has historically been driven by Latino consumers, Anewalt predicted the new nectar teas will help launch Brazil Gourmet into more markets and gain wider acceptance with the general public.

"These products will still appeal to the fast-growing Latino market," she said. "But they will also cross-over to the iced-tea market, which has a different demographic."

Critical to their appeal is the taste, she said. "Imagine real tropical nectar - including pulp - mixed with iced tea," Anewalt said.

"The taste is amazing - very refreshing and lightly sweet, without the syrupy taste of many juices or the bitterness of many teas."

Brazil Gourmet's nectar teas contain no preservatives, no artificial colors and are fortified with vitamins A, C and E. They are manufactured in the United States and formulated with a mixture of black and green teas, with the exception of the Guava flavor, which is blended with green tea only.

They have 90 calories per 8-ounce serving, with the exception of Mango-Passion Light, which has only 60 calories per serving. The 16-ounce bottles come in cases of 12 and there are 96 cases in each 1,870 lb. pallet.

The nectar teas joins Brazil Gourmet's popular line of pure nectars, available in five tropical flavors: Mango, Guava, Passion Fruit, Guanabana and Cashew Fruit.

The nectar line comes in a 10-ounce glass bottle and 1 liter Tetra Pak container. Suggested retail prices are \$1.50 and \$1.99, respectively.

Liberty Imports USA was founded in 1983 by Cláudio and Glória Negrão as a mail-order business serving the Brazilian community.

Since then the company has expanded to become a leading food manufacturer and distributor.

The privately held company is headquartered in Bethlehem, state of Pennsylvania, and has warehouse facilities in Clifton, New Jersey.

Headed by original founder Glória Negrão and her daughter Simone Anewalt, the women- and minority-owned business prefers to be known as "a provider of high-quality products everyone can enjoy."

Liberty Imports, Brazil Gourmet - [www.brazilgourmet.com](http://www.brazilgourmet.com).