

# Wholesale Guide

## Our wholesale program guide is for Wholesalers and Hospitality Operators

### The Wholesale Guide

ABSOLUTE TEA & CO., family of products was created to support and provide better-for-you beverage solutions to specialty retailers and foodservice operators. We remain as focused as ever on providing the best service to our retail and hospitality partners across the industry. The following guide is everything you need to know about how to source all that ABSOLUTE TEA & CO. has to offer at the best price possible, no matter your concept size or stage of development.

If you're new to ABSOLUTE TEA & CO., please read over the Wholesale Guide (we created it just for you!) and you have the options to connect directly with our Wholesale and Foodservice sales Team to get started.

### HOW TO ORDER

#### Distributors

To get ABSOLUTE TEA & CO., products added to your regular distributor deliveries we have a great relationships with some of the most respected distributors in the country, if your preferred a distributor who is not yet carrying ABS products, our dedicated team will help get them set up as quickly as possible.

To get started, connect with us directly with your preferred distributor representative via email us at [info@absoluteteacompany.com](mailto:info@absoluteteacompany.com). As a reminder don't forget to specify what products(s) you are interesting in discussing and/or sourcing. And we will work with your distributor to provide you exactly what you need. In addition, if you rather discuss best options in more detail, fill out the Wholesale Contact Form (below) to setup a call with one of our representatives.

#### Working with Distributors:

The most efficient way for you to get regular deliveries of ABSOLUTE TEA & CO., product is through your preferred local distributor. This goes for all of our retail and foodservice catalog items, from single case to pallet of our better-for-you packaged beverage products. Other advantages to consider:

#### Cost Savings

- Through ordering efficiencies, your preferred local distributor can offer up to 10 - 15% discount on average compared to ABSOLUTE TEA & CO. direct freight and parcel delivery solutions. Simply put, as a small business, we can provide big savings with these regional partners.

## Speed to Market

- If you are compressed with time due to a supply issue your local | regional distributor will have a fast, cost-effective fluid solution when it comes to being in a tight spot and in need of fast ordering.

## Ordering & Delivery

- Adding ABS products to your distributor and have fewer additional inbound shipments to track.

## Unique Selection

- Distributors can also fulfill more of ABS catalog just as effective as ABS can itself. Items like our bestselling foodservice **100% Muscadine Grape Juice** and Organic Teas through third-party distributors with shelf stable and/or cooler capabilities.

## **absoluteteacompany.com**

If working with a distributor is not the best option for your business, work with us directly and place a wholesale order through your sales representative or online portal for both case and/or pallet shipments.

In the Wholesale section of [absoluteteacompany.com](http://absoluteteacompany.com), we carry both sample (selected SKU's) and wholesale (10 - 16 fl. ounce packages) quantities of our better-for-you beverages, can also be fulfilled through parcel delivery (UPS, and FedEx Ground) and pallet (freight) delivery. As a general rule, orders of 10 or fewer cases will ship via parcel, and orders of 10+ cases will ship via pallet (lift gate will be automatically included).

Wholesale account set up is required.

Ordering online sends your order directly to our team for fulfillment on the next business day. You will receive an email with tracking details once your order has been received and shipped. No wholesale account is required.

### **Wholesale & Hospitality Team**

Should distribution or online ordering (do not) work for your business our team is able to process a manual order, too. Please reach out our Wholesale | Food Service Sales Team using [info@absoluteteacompany.com](mailto:info@absoluteteacompany.com). We will help provide support for your online order or process an order manually if necessary. Note: our team fulfills orders Monday-Friday, 9am-4pm EST (with the exception of weekends and holidays).

## ABSOLUTE TEA & CO. Programs

Interested in building a full ABSOLUTE TEA & CO., retail or foodservice program? Here is a quick glance at both options, each program is excellent in their own ways.

### ABS Wholesale | Retail Products (PET | BPA-Free bottle):

#### 100% Muscadine Grape Juice

- Absolute 100% Muscadine Grape Juice 10 ounce 24pk./case
- Absolute 100% Muscadine Grape Juice 10 ounce 12pk./case
- Absolute 100% Muscadine Grape Juice 10 ounce 4pk./case

#### Organic Tea

- Absolute Organic Sweet Tea 16 ounce 12pk./case
- Absolute Organic Unsweet Tea 16 ounce 12pk./case
- Absolute Organic Raspberry Tea 16 ounce 12pk./case
- Absolute Organic Peach Tea 16 ounce 12pk./case
- Absolute Organic Half & Half Tea 16 ounce 12pk./case
- Absolute Organic Green Tea & Honey 16 ounce 12pk./case

#### Organic Lemonade

- Absolute Organic Peach brewed Lemonade 16 ounce 12pk./case
- Absolute Organic Real Lemonade 16 ounce 12pk./case

### Package

- Case
- Pallet Configuration

### Platform

Better-for-You (BFY | Wellness) Specialty Product Category. Our products are made with clean ingredients and with fewer calories! Makes a better tasting, more nutritious beverage experience!

Everything You Want & Nothing You Don't! ***Because Every Sip Matters***

ABSOLUTE TEA & CO. Products are certified as:

1. 100% Natural Ingredients
2. Organic Tea & Lemonade
3. Premium & Restaurant Quality
4. Non-GMO | Gluten Free
5. No Unnecessary Preservatives
6. No Additives or Fillers

### Promotion

We would like to partner with you to create and grow brand awareness by developing specific retail wholesale programs to reach your target consumers.

## Programs such as:

- Merchandising Retail Program
- Assortment Recommendation
- Sampling Events
- Display Program
- Pricing (EDLP or HI/Low Retail Strategy)
- Ad Features | Social Media Marketing

## ABS Foodservice | Hospitality Products

Craft Brewed | Organic Tea 3 liter (2-packed) Box/case

- Sweet
- Unsweet
- Raspberry
- Peach
- Half & Half
- Green Tea & Honey
- Peach Brewed Lemonade
- Real Lemonade

## Package

- Case
- Bag in box
- Pallet Configuration

## Platform

Better-for-You (BFY | Wellness) Category. Our products are made with clean ingredients and with fewer calories! Makes a better tasting, more nutritious meal and snack experience!

**Everything You Want & Nothing You Don't! *Because Every Sip Matters.***

ABSOLUTE TEA & CO. Products are certified as:

1. 100% Natural Ingredients
2. Organic | Kosher
3. Restaurant Quality
4. Non-GMO | Gluten Free
5. No Preservatives
6. No Additives or Fillers

## Promotion

We would like to partner with you to create and grow brand awareness by developing specific retail | wholesale programs to reach your target consumers. Programs such as:

- Season Up FS Program
- Point of Sales Concepts
- Menu Concept Program
- Distributor Incentive Program
- Targeted Social Media Marketing Program

## Costs

- Prices are in effect thru Sunday, 12/29/2024
- Request Price List

## Other Frequently Asked Questions

### FAQ

#### Is there an ABSOLUTE TEA & CO., wholesale catalog?

Yes we do. Most of our catalog is available on our wholesale page under the resource tab (under document) on the ABSOLUTE TEA & CO., website; you can also request a wholesale catalog by sharing your needs with our Sales Team or our Customer Service Rep.

#### How about ABSOLUTE TEA & CO. samples?

Sample sizes of our top-selling varieties are available directly from ABSOLUTE TEA & CO., .com.

#### Do you ship internationally to North America (Mexico, Canada), Hawaii, Alaska, Puerto Rico or Europe?

ABSOLUTE TEA & CO. ships wholesale orders to addresses outside of the contiguous United States as well as internationally. In order to set up a wholesale account and explore custom freight options, please take a moment to share your production needs with our sales team through our quick-start template, below. We do have minimum order quantities against international orders outside of the North America footprint, and we are happy to work with you on what is/isn't possible based on your country's importation requirements.

**Do ABSOLUTE TEA & CO. offer consulting services regarding its products?**

ABSOLUTE TEA & CO. has worked with professional foodservice operators, large-scale operators and retailers to build custom ABS programs. While this service is complimentary for our wholesale partners, we are happy to provide consultation to those outside of our network. Please email [info@absoluteteacompany.com](mailto:info@absoluteteacompany.com) to discuss in further detail.

**How would you store ABS' beverage products?**

Although ABSOLUTE TEA & CO. utilizes outer case shipping box, we kindly request that our products remain in a cool, dry place to ensure the highest quality possible; stored properly, Many of ABSOLUTE TEA & CO. products have a year to a two year shelf life. *(Will vary by product category)*