



BluePrint® Organic Adds Innovative Line of Tea Infused Energy Drinks to Growing Beverage Line

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Highly Functional Energy Drinks Serve as "Dual Energy" Source Thanks to Infusion of Guayusa, Matcha and Yerba Mate Teas, along with Superfood Ingredients

LAKE SUCCESS, N.Y., Sept. 13, 2016 /PRNewswire/ -- Today [BluePrint®](#), a leader in developing cold-pressed juices and juice drinks, announced the launch of a new line of tea infused energy drinks, now available at [Whole Foods Market](#) in the Northeast and local retailers in the New York Tri-State area. An evolution of traditional ready-to-drink (RTD) teas, the [BluePrint® energy drinks](#) infuse high performance tea ingredients, like guayusa, matcha and yerba mate to provide a "dual energy" source from caffeine coupled with superfood ingredients.

"BluePrint® consumers regularly look to our family of products to help them power through their day," said Alex Galindez, General Manager, BluePrint®. "Our new line of tea infused energy drinks really get you going and keep you going."





The BluePrint® energy drink line consists of three varieties in 14-fluid ounce bottles: **guayusa**, **matcha** and **yerba mate**. Each drink will sell for a suggested retail price of \$2.99 per bottle.

BluePrint® tea infused energy drinks incorporate superfood ingredients, such as turmeric, moringa and Lion's Mane Mushroom, that are known to elevate your spirits. Sweetened with organic maple syrup, each bottle contains 45 – 50 calories, while caffeine is communicated via an "energy meter" on the bottle.

Varieties include:

- **Guayusa Tea Energy Drink (125 milligrams caffeine, 50 calories):** A natural detoxifier that provides the extra pep in your step; adding turmeric and cayenne pepper for a unique flavor and some additional heat.
- **Matcha Tea Energy Drink (100 milligrams caffeine, 45 calories):** A beverage made with high-quality green tea ingredients from Japan, **matcha** incorporates "miracle tree" **moringa** with **lemon grass** and **spearmint** for a clean, refreshing taste.
- **Yerba Mate Tea Energy Drink (75 milligrams caffeine, 45 calories):** A traditional drink made from **yerba mate** provides a gentle and calm energy boost with Lion's Mane Mushroom; a perfect blend for mind and body balance.

About BluePrint®

Launched in 2007, [BluePrint®](#), a brand of [The Hain Celestial Group, Inc.](#) (NASDAQ: [HAIN](#)), is a pioneer of cold-pressed juices and juice drinks that provide functional nutrition. Under each signature blue cap is a delicious blend of pure, organic ingredients that serve as a great way to support energy on-the-go and provide a natural recharge. BluePrint® is continuously innovating and is committed to helping consumers lead healthier, more energy-filled lives. BluePrint® is more than just a drink. It's a way of life and is driven to continually bring new, organic products to the market.

BluePrint® is sold at select retail outlets such as *Whole Foods Market*, and online at [BluePrint.com](#). For more information about BluePrint®, please visit [BluePrint.com](#).

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