Artisanal Iced Tea Brewed Fresh From Leaf!
By A Major Soft Drink Company

Project 2

realitea v4

85 backers

$49,750
pledged of $50,000 goal

13 days to go

Back This Project
Realitea - Iced Tea Brewed from leaf
by A Major Soft Drink company

Nothing beats a cold glass of iced tea on a hot day! Using seasonal, organic ingredients Realitea will be brewing all natural craft iced teas from fresh tea leaves, fruits and botanicals.

Welcome to our Crowd-funding project

"My names Daniel and I work for one of the world's leading soft drink producers. We have over 10000 employees and we are represented in more than 20 territories around the world- we would like to present to you – RealTea. It's a new project that we would like you to support. Be a part of the tea revolution and help us change the way you see iced tea. We decided it was time the market got an iced tea that wasn't artificial, sickly sweet and tasted like real tea.

Be a part of the tea revolution and help us change the way you see iced tea.”

Pledge $5

Thanks for your contribution! You have helped us make our dream happen!

Pledge $15

Thanks for your contribution! You will have your name entered into the Iced Tea hall of fame on our website!

Pledge $50

Your contribution earns you a limited edition TeaShirt! We will ship you a tea leaf dyed 100% cotton shirt that will hug you in thanks!
Here’s how it works

First we take fresh tea leaves, that’s right, fresh tea leaves right off the bush. That means that they are bursting with flavor and goodness. Dried teas lose up to 50% of their flavor and health benefits by being dried. Extracts in your store bought iced tea don’t even compare to the dried stuff! Next we brew them in a batch system, add real organic fruit pieces, organic cane sugar and spices. We gently extract all the flavors and when that goodness is ready we hot bottle it in glass without any preservatives or additives.

RealiTea - good for you and good for the environment

We only use locally grown organic tea and fruit, we calculated our carbon footprint when choosing suppliers to ensure that RealiTea is good for the environment not just consumers.

Now here is the best part

Half of all the profits will go to sustaining the labourers and resuscitating the Tea estate that the tea is grown on. Some years ago the estate was left fallow because investors couldn’t see a great return on organic tea production. They left the whole community that depended on the tea and looked for better investments. On a vacation to the area I came across the estate. That’s when the idea for RealiTea was born. On my return to work I mentioned the estate and my idea for RealiTea to the management team. The team loved it and agreed to allocate time, skills as well as to match $ for $ the commitment needed to get the project up and running.

Pledge $100

Get a limited edition TeaShirt shipped to you. Your name emblazoned on our web site and case of freshly brewed RealiTea

Pledge $150

Your pledge gets you a Tea-hamper that includes limited edition a TeaShirt, an i-love-tea travel cup, a madhatter Tea cap, and a carton of RealiTea

Pledge $250

Your pledge gets you a Tea-hamper that includes limited edition a TeaShirt, an i-love-tea travel cup, a madhatter Tea cap, and a months supply of RealiTea

Pledge $1500

$1000 really helps get this party started. So we will get your party started too! Your pledge will get you enough RealiTea for a party with you and 50 of your friends, complete with snacks, music and a bar tender to mix RealiTea inspired cocktails.
Here's what people are saying about RealiTea

"Wow, that tastes great, and I love that it’s healthy too"

"It’s amazing how refreshing it is, and you can really taste the tea!"

"It’s refreshing and not overly sweet, just the right balance"

"Where can I buy more of it? I feel like I have never tasted iced tea before this!"

FAQ's

So with all those great ingredients and brewing - does it cost a fortune?

No! It’s a little more than your commercial tea, but not by much, it’s really affordable to drink better!

Who needs it?

We have done test markets, focus groups, and polled people off the street and in stores. There is resounding demand for a great tasting iced tea with real ingredients. We are confident that with your help we can get RealiTea to become a Reality!
Be a part of it!

We have a great product, people love it and the market is ready for it. We intend raising awareness and $50,000 in the next 35 days through this project. That money will go towards bottle molds, batch brewers and a web interface that will allow you to customise your iced tea at home. You choose the ingredients; we brew them and deliver them direct to you.

Proceed to questionnaire (https://www.surveymonkey.com/r/BVT2P3X)

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