

For Six Month Period Ending **31 DEC 1990**
(Insert date)

Name of Registrant

Registration No.

Tea Council of the U.S.A., Inc.

1853

Business Address of Registrant

230 Park Avenue
New York, N.Y. 10169

I—REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes ☐	No ☐
(2) Citizenship	Yes ☐	No ☐
(3) Occupation	Yes ☐	No ☐

(b) If an organization:

(1) Name	Yes ☐	No ☒
(2) Ownership or control	Yes ☐	No ☒
(3) Branch offices	Yes ☐	No ☒

2. Explain fully all changes, if any, indicated in item 1.

Not Applicable

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name

Position

Date Connection
Ended

Donald A. Wiederecht

Executive Director

12/31/90

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes ☐ No ☐ Not Applicable

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II--FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period?

Yes ☒

No ☐

If yes, furnish following information:

Name and address of foreign principal

Date acquired

The Tea Association of Malawi Limited
Kidney Crescent
P.O. Box 930
Blantyre, Malawi

9/14/90

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Tea Board of India
Republic of Indonesia
The Tea Board of Kenya

Sri Lanka Tea Board
The Tanzania Tea Authority

III--ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

The Tea Council's sole objective is to try to increase consumption of tea in the U.S.A. All of its publicity/promotion programs (no advertising) which consists of food photographs and news information, booklets, radio and television interviews and tapes, distribution of films are aimed toward that stated objective.

- (a) Publicity Reports - July through December, 1990
- (b) William Congalton Speaking Engagements - July through December, 1990
- (c) Foodservice Committee - 1990 Update
- (d) Marketing Communications Campaign - 1990 Update, 1991 Plans
- (e) Health Aspects of Tea Committee - Symposium Update

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☒ No ☐

If yes, describe fully.

See Enclosed Information - Items #11
Attachments (a), (b), (c), (d), (e)

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policy of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
7/05/90	Sri Lanka Tea Board		\$ 45,756.50
9/14/90	The Tea Association of Malawi Limited		5,000.00
9/24/90	The Tanzania Tea Authority		5,148.00
10/03/90	Sri Lanka Tea Board		22,878.25
11/28/90	Sri Lanka Tea Board		22,878.25
12/18/90	The Tanzania Tea Authority		1,716.00

Total \$103,377.00

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
See Item # 15 - Attachment (a): "Report of the Treasurer for the 11 Months Ended November 30, 1990"			

****Please Note:** per your GUIDELINES FOR RESPONSES ON SUPPLEMENTAL STATEMENTS

(a) Types of expenses included in Account #115 - Office Supplies & Expenses:

- postage, UPS, delivery/messengers, federal express
- printing of letterhead stationery, envelopes, memo pads
- copier paper, machine maintenance, toner
- all other office paper - (foolscap, 3-ring binder, etc.)
- typewriter/computer supplies
- bathroom/kitchen supplies
- pens, pencils, highlighters etc.
- envelopes, folders, labels
- telephone, fax, Western Union charges
- maintenance on office telephone system

(f) Under "Health Aspects of Tea" Account Numbers 301 through 320, disbursements are made to:

Ketchum Communications Inc.
Dept. L 483 P
Pittsburgh, PA 15264

Under "Foodservice Campaign" Account Numbers 401 through 499, disbursements are made to:

The Food Group
Advertising and Marketing Services
292 Madison Avenue
New York, N.Y. 10017

Under "Public Relations" Account #701, disbursements are made to:

FCS Communications, Inc.
509 Madison Avenue, Ste. 1604
New York, N.Y. 10022

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- ☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in this political propaganda:

- ☐ English ☐ Other (specify) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A ⁶	Yes ☐	No ☒	See Exhibit A and B filed for
Exhibit B ⁷	Yes ☐	No ☒	The Tea Association of Malawi, Limited

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☐

Not Applicable

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☐ No ☐

Not Applicable

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

(Type or print name under each signature)

Bruce A. Lister, Acting Executive Director

Subscribed and sworn to before me at

New York, N.Y.

this 25 day of January, 19 91

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0544550
Qualified in New York County
Commission Expires MAY 21 1991

Theodore A. Cammarota
(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

Tea Council of the U. S. A., Inc, New York

To: Donald A. Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of July, 1990 Date: 7/31/90

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "Entertaining teenagers can be easier than you think"...A weekend party will be enthusiastically endorsed. Each guest can bring his or her favorite disc. Hot dogs and hamburgers can be served, and iced tea with lemon or lime wedges, cinnamon sticks, candy canes etc. make good refreshments. This "discotea" will not only make you popular with your teenagers, but also with their friends.

Full color feature entitled "Tea time or anytime--it's time for Honey" released through Family Features Editorial Services, Inc., in cooperation with National Honey Board.

L.H.

91 JAN 31 10:02
RECEIVED
DEPT. OF JUSTICE

Tea Council of the U. S. A., Inc., New York

To: Donald A. Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of August, 1990 Date: 8/31/90

NEWSPAPER RELEASES

Full color feature entitled "Relax with afternoon Tea" released through Family Features Editorial Services, Inc., in cooperation with Smucker's Simply Fruit.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Talks about dealing with outdoor barbecue problems. Question high on the list is "How much food is needed?" Most people tend to "overdo." Good rule of thumb - 1/4 to 1/3 pound of hamburger meat per adult. Where children are concerned, about a generous pound for every six kids, and hamburger patties should be smaller than adults. Hot dogs can be figured at one each per child and adult. Another problem outdoor chefs encounter is having the fire at the right temperature. Coals need at least a half hour to get hot enough before they're ready for cooking, so get the fire started early. Make outdoor entertaining easy by preparing as much as possible in advance. Ask friends or family to perhaps contribute a big tossed salad or dessert. Have the kids help out by making big pitchers of iced tea perhaps using the many flavored instant teas that are on the market. This way everyone can enjoy themselves.

IN THE WORKS

Four black and white photographs taken - Walter Storck photography, N.Y. Three iced tea and one hot tea for late summer and early fall release. One of the pictures also shot in color for possible use by magazines.

Photograph taken in preparation for full color page. Studio in Los Angeles, CA. Page to be done in cooperation with California Fig Advisory Board.

L. H.

Tea Council of the U. S. A., Inc., New York

To: Donald A. Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of September, 1990 Date: 9/28/90

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series "After finally getting baby to take that afternoon nap"...Take some quiet time for yourself and relax with a refreshing cup of hot tea. It will help remind you that you also have needs. You will then be able to return to parenting with renewed enthusiasm.

Four black and white releases - three iced tea and one hot tea, sent to metropolitan dailies. Photos taken in August.

IN THE WORKS

Photograph taken in preparation for full color page. Studio in San Francisco, CA. Page to be done in cooperation with Kikkoman International.

L.H.

Tea Council of the U. S. A., Inc., New York

To: Donald A. Wiedrecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of October, 1990 Date: 10/31/90

NEWSPAPER RELEASES

Full color feature entitled "Share Holiday Cheer With An Open House" released through Ray Kessell & Associates, Inc., in cooperation with California Fig Advisory Board.

RADIO

Released through Joe Ziehl's "Around The House" series. Talks about summer being over and busy homemakers juggling schedules with the kids as well as taking care of things at home. This often leads to "eating on the run" for both children and adults, but more often for the parents. Most people try to make sure that their children eat well-balanced diets, but are not always as careful about their own. Try to sit down and relax with a reviving cup of hot tea. Prepare foods which are nutritious but easy to make. A delicious hot sandwich for lunch could be shredded mozzarella and sliced tomatoe on Pita bread popped into the microwave. Make sure every meal includes a protein and carbohydrate food plus some fruit or vegetable. Don't forget well-brewed tea. Add spice if you like such as cloves or cinnamon. When the kids come home offer them a cup of hot tea or a glass of iced tea instead of something caloric that can ruin their appetites for dinner.

IN THE WORKS

Four black and white photographs taken at Lou Manna, Inc., N.Y. for holiday release. Three hot tea and one iced tea. One of the pictures also shot in color for possible use by magazines.

L. H.

Tea Council of the U. S. A., Inc, New York

To: Donald A. Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of November, 1990 Date: 11/30/90

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series "Few things are better for chasing away the blues... Have a party with the right mixture of old and new friends. For big parties serve a fruit punch with a tea base. Tea gives body to the punch without masking other flavors. It's easy to prepare leaving you more time to spend with your guests.

Four black and white holiday releases - three hot and one iced tea, sent to metropolitan dailies. Photos taken in October.

L. H.

Tea Council of the U. S. A., Inc., New York

To: Donald A. Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of December, 1990 Date: 12/27/90.

NEWSPAPER RELEASES

Three-column mat with photo, featuring a hot mulled punch and Sausage Nuggets. For holiday release to weekly and small daily papers through Associated Release Service.

Full color feature entitled "Ring in the Year of the Ram" released through Ray Kessell & Associates, Inc., in cooperation with Kikkoman International.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Talks about the art of easy and gracious entertaining, particularly during the hectic holiday season. Forget about big, elaborate parties and fancy dinners. Opt for small gatherings featuring simple-to-prepare food and drink that can be prepared largely in advance. This kind of relaxed entertaining sets you free to enjoy your company. Two kinds of get-togethers could be an afternoon tea or a pre-dinner hors-doeuvre and punch table. You could figure on 2 to 2 1/2 hours for either, and both can precede any evening commitments your guests may have. Hors-d'oeuvres can be an assortment of cheeses, , black and green olives, prepared button mushrooms, any other favorites relishes and a basket filled with breads and crackers. Also suggests serving a Spiced Grape Tea Punch. Afternoon Tea table can be little tea sandwiches, and an assortment of fruit cakes, pound cakes and Christmas cookies. Serve with well-brewed, piping hot tea and always choose a quality brand whether serving tea hot or iced.

L. H.

July through December, 1990

JULY 31, 1990

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. Congalton had no speaking engagements for the month of July, 1990.

AUGUST 31, 1990

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. Congalton had no speaking engagements for the month of August, 1990.

SEPTEMBER 28, 1990

SPEAKERS' BUREAU
TEA TASTOMG DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
September 10, 1990	Bourne United Methodist Women	Bourne, MA

OCTOBER 31, 1990

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
October 2, 1990	Lexington Outlook Club	Lexington, MA
October 12, 1990	Women's Guild - Church of the Pilgrimage	Plymouth, MA
October 17, 1990	Dennis/Yarmouth Newcomers Club	South Yarmouth, MA
October 19, 1990	Questers - Studebaker Windmill Chapter	South Dennis, MA

NOVEMBER 30, 1990

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. Congalton had no speaking engagements for the month of November, 1990.

December 27, 1990

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
December 6, 1990	Woodbrier-Falmouth Retirement Community	Falmouth, Ma
December 13, 1990	Cape Cod Horticultural Society	Osterville, MA



THE FOOD GROUP

ADVERTISING AND
MARKETING SERVICES

TEA ASSOCIATION OF THE U.S.A.

NOVEMBER 15, 1990

MEETING AGENDA

- I. HOT TEA STATUS
 - USAGE REPORT
 - PUBLIC RELATIONS
 - QUESTIONNAIRES
- II. ICED TEA STATUS
 - J.B.'S
 - IHOP
- III. 1990 BUDGET AND COSTS
- IV. COEX/NACUFS
- V. PRICE WATERHOUSE REPORT
- VI. 1991 MARKETING/COMMUNICATIONS PROPOSAL
- VII. 1991 MARKETING/COMUNICATIONS BUDGET
- VIII. NEW MEMBERS

HOT TEA MERCHANDISING MATERIALS

Twenty-three operations have responded to the offer as of 11/15. All but one of the respondents have used the business reply card. With the exception of Southern Tea, no manufacturers have responded, nor have any distributors. The responses have come primarily from Hotels. A selection of respondents does show a diversity:

- Hilton at Disneyland;
- Solomon Brothers - New York;
- Holiday Inn - Georgia;
- San Diego City Schools.

The complete status reports follow.

MATERIAL INVENTORY

1.	Brochures:	22,500
2.	Preparation Cards:	273,275
3.	Buttons:	6,281
4.	Menu Stickers:	6,666

TEA ASSOCIATION OF THE U.S.A.

HOT TEA PROGRAM

QUANTITY SHIPPED

<u>RECIPIENT</u>	<u>TYPE INQ.</u>	<u>PREP.CARDS</u>	<u>MENU STICKERS</u>	<u>SERVER BUTTONS</u>
CHRIS DWYER WORLD TABLEWARE 10 FAIRFIELD BLVD. WALLINGFORD, CT 06492	"800"	200	200	200
T. MOORE COYS STEAKS & SEAFOOD BOX 22440 LITTLE ROCK, AK 72212	BRC	5	5	5
S. LA DUCA BUFFALO HILTON 120 CHURCH BUFFALO, NY 14202	BRC	5	5	5
W. PELLER GOOD EARTH 1058 ELWELL CT. PALO ALTO, CA 94303	BRC	-	-	200
T. TAVERNER SILO INN 16800 GEORGIA OLNEY, MD 20832	"800"	25	50	40
R. BELMONTE HILTON AT DISNEYWORLD 1751 HOTEL PLAZA LAKE BUENA VISTA, FL 33830	FAX	20	-	-
J. KENNEDY TRIETOPS RESORT 3952 WILKINSON GAYLORD, MI 49735	BRC	-	100	100
J. WOLFF SALOMON BROS. 2 NY PLAZA NEW YORK, NY 10004	FAX	500	-	-
C. TATENY SHIRATON NEWARK AIRPORT 90 SPRING STREET ELIZABETH, NJ 07201	BRC	100	100	50

TEA ASSOCIATION OF THE U.S.A.

HOT TEA PROGRAM

QUANTITY SHIPPED

<u>RECIPIENT</u>	<u>TYPE INQ.</u>	<u>PREP. CARDS</u>	<u>MENU STICKERS</u>	<u>SERVER BUTTONS</u>
P. THABAULT LIGHTHOUSE WINDJAMMER REST. 8 MTN. VIEW DRIVE COLCHESTER, VT 05446	BRC	-	24	24
R. BRUMFIELD GRENELEFE RESORT CTR. 3200 STATE ROAD 546 GRENELEFE, FL 33844	BRC	15	50	20
J. ZOBY SOUTHERN COMPANY 1257 COBB INDUSTRIAL MARIETTA, GA 30066	"800"	1000	-	-
F. CIRRINCIONE GARDEN PLAZA HOTEL 1770 HIGHWAY 45 JACKSON, TN 38305	BRC	5	-	25
JACK RYE GARDEN PLAZA HOTEL 1850 OLD FORT PARKWAY MURFREESBORO, TN 37130	BRC	5	-	25
J. ANGIOLILLO GARDEN PLAZA HOTEL 5069 SANDERLIN MEMPHIS, TN 38117	BRC	5	-	25
F. BULLARD GARDEN PLAZA HOTEL 211 MOCKINGBIRD LANE JOHNSON CITY, TN 37601	BRC	5	-	25
D. McCANN GARDEN PLAZA HOTEL 215 S. ILLINOIS OAK RIDGE, TN 37830	BRC	5	-	25
D. CRASSMAN HOLIDAY INN-FT. MYERS 13051 BELL TOWER DRIVE FT. MYERS, FL 33907	BRC	5	-	25

TEA ASSOCIATION OF THE U.S.A.

HOT TEA PROGRAM

QUANTITY SHIPPED

<u>RECIPIENT</u>	<u>TYPE INQ.</u>	<u>PREP. CARDS</u>	<u>MENU STICKERS</u>	<u>SERVER BUTTONS</u>
D. DIXON HOLIDAY INN-PEACHTREE 6050 PEACHTREE BLVD. NORCROSS, GA 30071	BRC	5	-	25
C. ROWELL HOLIDAY INN-HATTIESBURG 5100 HIGHWAY 49 N. HATTIESBURG, MS 39401	BRC	5	-	25
B. STODDARD HOLIDAY INN- ST. CHARLES 4221 S. OUTER ROAD ST. PETERS, MO 63376	BRC	5	-	25
D. JANN HOLIDAY INN WORLD'S FAIR 525 HENLEY AT CLINCH KNOXVILLE, TN 37902	BRC	5	-	25
F. WEEKLY KNOXVILLE AIRPORT HILTON BOX 1375 ALCOA, TN 37701	BRC	5	-	25
S. GILROY SAN DIEGO CITY SCHOOLS 4100 NORMAL STREET SAN DIEGO, CA 92103	OTHER	300	300	300
TOTALS CUMULATIVE		2225	834	1219

HOT TEA PUBLIC RELATIONS TO DATE

A press release and feature article have been written on the Hot Tea campaign. Both were sent to media contacts at all the industry publications with either a four color or black and white photograph. Additional publications receiving these mailings included The Chicago Tribune, U.S.A. Today, Parade Magazine, and The New York Times.

The press release was mailed on September 21. This release announced the WE SERVE HOT TEA HOT campaign, and accompanied the Hot Tea box when mailed to top editors. Our media department tracks all P.R. placement in each industry publication. This placement is translated into advertising dollar equivalents and submitted to clients every quarter. Phone calls are made when industry publications are found lacking in coverage.

The feature article was mailed October 21. It provides a review of the research helping to produce the merchandising materials. All industry publications and the additional newspapers/magazines have received the article. We are in the process of opening a dialogue with these contacts. They have been introduced to the Committee and its work, and are expecting additional materials in the near future.

The article and release are the first two elements in a complete strategy to encourage media coverage. A definitive listing of all media who should receive news from the Committee is being developed. This includes the complete list of industry publications with which the Food Group is already working. In addition, consumer publications will be contacted and issued releases and articles more suitable to their target audience. As such, some of the articles and releases will need to be adjusted to remove overt foodservice perspectives.

HOT TEA RESPONDENT SURVEY

The object of the questions below is to obtain some initial data from those responding to the direct mail program. Total survey time should be less than 5 minutes.

- Name, title, mailing address and phone number?
- Which merchandising material(s) are being requested?
- Type of operation?
 - Fast Food
 - Midscale/family style restaurant
 - White table cloth restaurant
 - Hotel/Motel
 - Hospital
 - Nursing Home
 - Primary/Secondary school
 - College/University
 - Business & Industry
 - Foodservice Management
 - Other: _____
- Number of location?
- On average, how many meals per day, by meal period, are served?

	# of meals/day
Breakfast	_____
Lunch	_____
Dinner	_____
TOTAL:	_____
- Number of days per week of operation?
- Number of servings per day of hot tea?

HOT TEA SURVEY

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- Number of servings per day of iced tea during the summer?
- Number of servings per day of iced tea during the winter?
- Do you provide free refills on iced tea?

MEMORANDUM

TO: The Tea Association

FROM: Ron Paul
Janet Ady

SUBJ: Study of Hot Tea Promotional Participants
Ref. 402-16994

DATE: September 26, 1990

This study would provide an in-depth attitudes and practices study of hot tea in foodservice. Its target would be operators who responded to the hot tea direct mail program, as tracked by the CRC survey.

The content of the survey would include all of the relevant classification questions from the CRC survey -- type of operation, number of meals served per day, daypart orientation, etc. -- as well as a number of additional issues/questions, such as those below:

- . What merchandising aids did you request from the order fulfillment center? Which did you use? How effective were they for you? Why?
- . Which merchandising aids did you request but not use, if any? Why not?
- . What share does hot tea represent as a proportion of total non-alcoholic beverage sales?
- . How has this changed over the past three to five years?
- . How is hot tea served?
 - With sugar.
 - With lemon.
 - With honey.
 - Other.
- . What flavor of hot tea is used?
- . What are typical servings of hot tea, by daypart? How does it vary by operator segment?

- . What quantities are used weekly/monthly?
 - Peak usage.
 - Low usage.
- . If seasonality exists, what impact does it have on usage?
 - Describe season.
 - Effect on usage.
- . What promotional and sales programs are currently available for hot tea? How successful have they been in encouraging operators to increase usage of hot tea?
- . What other beverages are considered as substitutes for hot tea, if any?
- . What are the primary selection criteria that the foodservice operator uses to purchase hot tea?
 - Availability.
 - Brand name/brand reputation.
 - Breadth/depth of line.
 - Convenience.
 - Cost.
 - Customer demand.
 - Quality.
 - Shelf life.
 - Taste.
 - Other (describe).
- . What trends do operators see regarding hot tea products?
 - Menu applications/daypart expansion.
 - New products/flavors.
 - Etc.

These are the types of questions that should be answered by such a study. It is anticipated that these questions will be added to and/or modified as appropriate as the objectives are refined and group input incorporated.

Memo
September 26, 1990
Page 3

The recommended methodology to address the issues identified above is a series of structured interviews. Obviously, the length and format (number of open-ends, e.g.) of the questionnaires will impact costs, but a rough range for the project, assuming the following number of structured interviews, is as follows:

100 interviews	\$10,500.
200 interviews	\$15,500.
500 interviews	\$30,500.

CURRENT INVENTORY OF ICED TEA P.O.P.

1. Order Forms:	1,000
2. Table Tents:	
Delicious Either Way	223
Refreshing Idea	0
Second Glass Free	21,663
3. Bar Strips:	
19 x 4	12,740
9 x 10	13,080
4. Menu Tip-On:	23,738
5. Logo Sheets:	688
6. Winning Ideas Booklet:	3,567
7. Make More of A Good Thing:	15,959

ICED TEA TEST MARKETS

STATUS REPORT

Both J.B.'s and IHOP have been contacted. While J.B.'s has begun printing its own table tents, negotiations with IHOP are addressing the issues of design and difficulty with franchisees.

J.B.'s

Using the layout supplied by the Food Group, J.B.'s own agency has proceeded with a similar design. The chain is very enthusiastic about participating in the test, and can provide excellent data on sales increases, etc. Two table tents will be used, priced and non-priced. The unpriced version will be tested in Phoenix in 32 stores. The priced version with the regular menu price of \$.79 will be tested in Albuquerque using 10 stores. The control market will be Tucson.

The timeline as supplied by J.B.'s is as follows:

Production Completion:	11/12/90
Test Implementation:	11/23/90
(both markets)	
Test Completion:	1/15/90

Results and an informal evaluation will be provided by J.B.'s by 1/31/90.

ICED TEA STATUS(cont'd)

J.B.'s cost for production of their table tents, both versions with a total quantity of 3,150, is as follows:

Photo use:	\$ 428.40
Production:	500.00
Printing:	2,054.08
Sytex:	1,102.00
Tax:	<u>114.63</u>
TOTAL:	\$4,119.11

IHOP

Negotiations with IHOP continue. As soon as J.B.'s has a sample version of the table tent, it will be shown to IHOP for a reaction. IHOP will not be able to supply exact sales figures.

TEA ASSOCIATION
BUDGET ANALYSIS
NOVEMBER 15, 1990

BUDGET	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TO DATE
ICED TEA MERCHANDISING Creative Development	\$7,000			\$3,608	\$416						\$5,694		\$9,718
ICED TEA RESEARCH Consumer - Mail Intercepts Operator - Focus Groups Operator - Field Test Operator - Interviews	\$25,000				\$12,500	\$12,500							\$32,000
HOT TEA Creative Development Production Printing Shipping World Tableware Shipping	\$100,000				\$356				\$7,300 \$9,317 \$34,257 \$1,124		\$7,000		\$104,496
ADVERTISING Creative Development Media	\$33,480												\$33,480
ON GOING Planning/Management Inquiry Fulfillment Public Relation Meeting and Conventions Price Waterhouse Tea World Contingency	\$24,000 \$5,020 \$0 \$1,800 \$3,000 \$2,500 \$0	\$2,000 \$506 \$0 \$1,800 \$3,000 \$2,500 \$0	\$2,000 \$1,043 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000	\$2,000 \$945 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000	\$2,000 \$2,859 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000	\$2,000 \$1,035 \$1,035 \$1,035 \$1,035 \$1,035 \$1,035	\$2,000 \$564 \$564 \$564 \$564 \$564 \$564	\$2,000 \$1,366 \$1,366 \$1,366 \$1,366 \$1,366 \$1,366	\$2,000 \$408 \$408 \$408 \$408 \$408 \$408	\$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000	\$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000	\$1,800 \$1,800 \$1,800 \$1,800 \$1,800 \$1,800 \$1,800	\$20,000 \$9,344 \$1,800 \$1,000 \$1,800 \$1,000 \$1,800
TOTAL	\$200,000	\$24,500	\$24,750	\$14,203	\$7,533	\$13,333	\$2,500	\$5,500	\$37,400	\$2,000	\$6,000		\$211,333

COEX 1991

Conversations with the Orlando Marriott indicate sponsorship of both Hot Tea and Iced Tea events is available. The 1991 communications proposal recommends using these opportunities to hold an afternoon high tea and sponsoring a golf tournament with the Iced Tea campaign as its theme.

As of 11/12, the afternoon high tea is available on any afternoon desired by the Committee. The cost is \$8.75 per person, with between 1,200 and 1,400 people attending. For 1,400, the cost is \$12,250. This is a complete high tea service organized and served by the Marriott. All the customary high tea foods will be served with a selection of teas. The event provides an opportunity to distribute literature on tea.

The Committee may sponsor a golf tournament on either of the first three days of the Convention.(February 25, 26, 27). We may create an Iced Tea theme surrounding the Tournament, using appropriate collateral materials. The cost is \$84.80 per person, with a maximum of 144 participants.(\$12,211)

While time is quickly becoming limited, the hotel can schedule both events, without problem, if notified during the week of 11/19. Both programs are outlined specifically in the 1991 communications proposal.

We recommend developing similar strategies at NACUFS to attain a substantial industry presence for Hot and Iced Tea. Budgets have been allocated for such programs.

PRICE WATERHOUSE RESULTS

Price Waterhouse has completed and submitted its report on tea sales for the fiscal years 1988 through 1990. The data is based upon 20 participating companies providing complete information.

The report shows continued increases in the total gallons and pounds sold to the foodservice industry.

Specifically, in 1988, 38,785,000 pounds were sold. This figure rose to 46,488,000 in 1989 and now stands at 50,852,000. The rise in total gallons is equally impressive:

1988: 534,749,000

1989: 651,346,000

1990: 721,235,000

Price Waterhouse data from 1982 indicates 346,000,000 total gallons were sold. The nine years from 1982 to 1990 represent tremendous growth for tea. However, gallons sold decreased from 1987 to 1988, starting an upward climb again in 1989. The full reports are follow.

These results will form the basis of additional P.R. product releases and articles.

TEA ASSOCIATION OF THE U.S.A., INC.

REPORT ON GALLONS OF TEA TO BE SOLD DIRECTLY
OR THROUGH OTHERS TO THE FOOD SERVICE INDUSTRY ONLY

	TOTAL GALLONS			
	FY '88	FY '89	FY '90	CAL '90
Number of participating companies	27	27	25	14
1. Individual teabags:				
Regular	94,834.8	97,260.0	104,609.5	85,749.7
Decaffeinated	10,091.2	12,599.0	15,679.5	15,990.8
2. Iced teabags:				
< 2 oz.	280,195.2	335,907.2	352,744.0	138,910.4
> 2 oz. < 7 oz.	82,380.8	122,184.0	137,465.6	76,094.4
3. Bulk iced tea:				
All sizes > 6 oz.	50,572.8	60,620.8	82,353.6	44,446.4
4. Gallons of instant powder:				
Expressed without maltodextrin	26,737.0	23,259.4	19,453.3	4,924.1
5. Gallons of iced tea mix:				
Including sugar	1,531.6	1,564.1	2,304.8	551.4
6. Gallons of finished tea products from liquid concentrate	6,560.1	9,470.4	26,799.0	14,372.8
TOTALS:	552,903.5	662,864.9	741,409.3	381,040.0
7. Specialty teabags:				
(Flavored tea bags - herbal infusions) leaf/herbs including flavorings	1,944.5	2,690.1	2,725.3	3,280.9

THE FOLLOWING FACTORS WERE USED TO CONVERT POUNDS TO GALLONS: (1) 8.6 (2) 16 (3) 16 (4) 42.67 (5) 1.33 (6) 1.0 (7) 8.6

Note: The fiscal years are for the twelve months ending June 30.

TEA ASSOCIATION OF THE U.S.A., INC.

REPORT ON POUNDS OF TEA TO BE SOLD DIRECTLY
OR THROUGH OTHERS TO THE FOOD SERVICE INDUSTRY ONLY

	TOTAL POUNDAGE (In Thousands)			
	FY '88	FY '89	FY '90	CAL '90
Number of participating companies	27	27	25	14
Individual teabags:				
Pounds of leaf				
Regular	11,027.3	11,309.3	12,163.9	9,970.9
Decaffeinated	1,173.4	1,465.0	1,823.2	1,859.4
Iced teabags: lbs of leaf				
< 2 oz.	17,512.2	20,994.2	22,046.5	8,681.9
> 2 oz. < 7 oz.	5,148.8	7,636.5	8,591.6	4,755.9
Bulk iced tea:				
All sizes > 6 oz.	3,160.8	3,788.8	5,147.1	2,777.9
Pounds of instant powder:				
Expressed without maltodextrin	626.6	545.1	455.9	115.4
Pounds of iced tea mix:				
Including sugar	1,151.6	1,176.0	1,732.9	414.6
Specialty teabags:				
(Flavored tea bags - herbal infusions), pounds of leaf/herbs including flavorings	226.1	312.8	316.9	381.5

Note: The fiscal years are for the twelve months ending June 30.

TEA ASSOCIATION OF THE U.S.A., INC.

REPORT ON GALLONS OF TEA TO BE SOLD DIRECTLY
OR THROUGH OTHERS TO THE FOOD SERVICE INDUSTRY ONLY

	TOTAL GALLONS		
	FY '88	FY '89	FY '90
1. Individual teabags:			
Regular	92,843.9	97,260.0	99,550.2
Decaffeinated	10,091.2	12,599.0	15,388.0
2. Iced teabags:			
< 2 oz.	270,219.2	330,318.4	343,019.2
> 2 oz. < 7 oz.	76,329.6	116,588.8	136,888.0
3. Bulk iced tea:			
All sizes > 6 oz.	50,436.8	60,454.4	82,353.6
4. Gallons of instant powder:			
Expressed without maltodextrin	26,737.0	23,259.4	19,009.5
5. Gallons of iced tea mix:			
Including sugar	1,531.6	1,564.1	2,186.3
6. Gallons of finished tea products from liquid concentrate	6,560.1	9,302.4	22,840.2
TOTALS:	534,749.4	651,346.5	721,235.0
7. Specialty teabags:			
(Flavored tea bags - herbal infusions) leaf/herbs including flavorings	1,944.5	2,432.1	2,450.1

THE FOLLOWING FACTORS WERE USED TO CONVERT POUNDS TO GALLONS: (1) 8.6 (2) 16 (3) 16 (4) 42.67 (5) 1.33 (6) 1.0 (7) 8.6

Note: Data is based upon 20 participating companies with fiscal years for the twelve months ending June 30.

TEA ASSOCIATION OF THE U.S.A., INC.

REPORT ON POUNDS OF TEA TO BE SOLD DIRECTLY
OR THROUGH OTHERS TO THE FOOD SERVICE INDUSTRY ONLY

	<u>TOTAL POUNDAGE (In Thousands)</u>		
	FY '88	FY '89	FY '90
Individual teabags:			
Pounds of leaf			
Regular	10,795.8	11,309.3	11,575.6
Decaffeinated	1,173.4	1,465.0	1,789.3
Iced teabags: lbs of leaf			
< 2 oz.	16,888.7	20,644.9	21,438.7
> 2 oz. < 7 oz.	4,770.6	7,286.8	8,555.5
Bulk iced tea:			
All sizes > 6 oz.	3,152.3	3,778.4	5,147.1
Pounds of instant powder:			
Expressed without maltodextrin	626.6	545.1	445.5
Pounds of iced tea mix:			
Including sugar	1,151.6	1,176.0	1,643.8
Specialty teabags:			
(Flavored tea bags - herbal infusions), pounds of leaf/herbs including flavorings	226.1	282.8	284.9

Note: Data is based upon 20 participating companies with fiscal years for the twelve months ending June 30.

TEA ASSOCIATION OF THE U.S.A.

1991 MARKETING/COMMUNICATIONS PROPOSAL

This proposal introduces marketing and public relations strategies designed to increase sales and awareness of Hot and Iced Tea throughout 1991.

HOT TEA

The **We Serve Hot Tea Hot** campaign was designed to improve preparation and service of Hot Tea away from home and thereby increase Hot Tea sales. The program was launched with a mailing to 2,010 commercial and non-commercial foodservice professionals. Our second generation work will use public relations to capitalize on the initial awareness of the program by bringing our message beyond the direct mail audience and to the industry at large. In addition, public relations strategies will create awareness among consumers. We have three objectives for our 1991 campaign:

Objectives:

- 1) Increase industry awareness of tea's popularity/trendiness and improve preparation and serving techniques;
- 2) Motivate operators to promote Hot Tea;
- 3) Increase consumer awareness/appreciation of tea as a quality alternative beverage choice.

- Objective:
- 1) Increase industry awareness of tea's popularity/trendiness to improve presentation and service;
 - 2) Motivate operators to promote Hot Tea.

Strategies:

I. FOLLOW UP TO DIRECT MAIL

Track operators who respond to the Hot Tea merchandising material offer to gauge their sales increases. Visit establishments when appropriate for interviews and photo opportunities to document the usage of the aides and changes in preparation and service. Write press releases and articles to establish industry- wide acceptance of tea's promotability and profitability.

II. PUBLIC RELATIONS

A concerted and regular effort will be needed if we are to capitalize on our work with television, print and radio coverage. Mailings and phone conversations will be scheduled in advance to both anticipate and encourage coverage. Correspondence would include:

1. follow up phone calls to editors about the direct mail package;
2. mailing of revised Tea Convention speech to provide detailed information and additional story ideas, including Price Waterhouse findings; followed by phone calls;
3. mailing of hot tea merchandising results press releases followed with phone calls;
4. special invitations to "High Tea Across America", and additional releases and information to gather interest of tea's growing popularity, i.e. "The History of High Tea"; "Health Benefits of Tea"; "Famous Tea Rooms of America".

III. COEX 1991

Use the February convention to serve an afternoon high tea, offering the appropriate foods with special emphasis on the tea's preparation and service. Use the high tea forum to distribute information on the usage and effect of the merchandising aides, the growing popularity of high teas, etc.

1991
10-1
10-1
10-1
10-1

Objective: Increase consumer awareness and appreciation of tea as a quality alternative beverage choice.

I. "HIGH TEA ACROSS AMERICA"

There are over 278 hotels and restaurants who serve high tea. An appropriate date would be set upon which participating establishments would serve a special high tea in celebration of tea's growing popularity. Each establishment would work with the Committee in the development of signage, invitations, high tea serving and presentation booklets, pamphlets on the healthy nature of tea and its increasing popularity, and tea shirts. The event should be tailored to each location - taking advantage of local media, celebrities, weather, etc. Special high tea booklets would be offered to outline proper service. The booklet would also be available through an 800 #, using the media to get the word out. Special invitations, releases and information will be mailed to television, radio and print contacts. The day of high tea would be proceeded with special segments on the network's morning programs that illustrate proper high tea service. Recruit noted tea authors/authorities to be "spokespeople" for the day. This would be the first annual "High Tea Across America".

This first recommendation may be substituted with either of the following.

IIA. TEA LOVER'S CONVENTION

Invite renowned tea lovers, tea book authors, English persons of note, and all who genuinely love tea, to the annual "Tea Lovers Convention". A collection of booklets on proper tea service, its health benefits and growing popularity, would be available. The events may be planned at either regional or national locations, using operations and landmarks renowned for tea.

IIB. IT'S HIGH TIME FOR TEA

Using tea authorities, i.e. Mary Goodbody, or owners of well known tea rooms and hotels, stage an occasion, i.e. Good Morning America, to demonstrate proper high tea. An 800 number would be offered for viewers to call and request literature on tea. Use the event to attract a national audience via print, radio and television coverage of tea's newfound place in society.

TIMELINE FOR HOT TEA

NOVEMBER

- phone calls to media contacts on hot tea direct mail
- write and release a revision to the Tea Convention speech
- plan major event - "High Tea Across America"
- organize COEX 1991

DECEMBER

- follow up with media contacts
- plan major event
- organize COEX 1991

JANUARY

- follow up with media contacts
- finish details of event and COEX

FEBRUARY

- stage event - press releases to include:
 - Famous Tea Rooms of America
 - History of High Tea
 - Tea's Health Benefits
 - How hot tea merchandising materials effect sales
- COEX high tea

MARCH

- follow up with media(phone calls) on the effects of the Hot Tea merchandising materials.

HOT TEA COST ESTIMATES

SPECIAL EVENT: \$47,277

Special event materials:

- signage	(100)	\$3,000
- invitations	(1,500)	\$1,627
- booklets	(10,000)	\$16,000
- spokesperson fees		\$5,000
- t - shirts	(5,000)	\$21,650

FOLLOW UP TO DIRECT MAIL: \$10,500
100 Interviews

COEX HIGH TEA:

Sponsorship: at \$8.75/person \$14,250

Collateral Materials: \$2,000

PUBLIC RELATIONS: \$4,500
(see below)

Sub-Total: \$76,527

- Releases/article for special event: history of high tea, health benefits of tea, Grand Floridian High Tea, etc.
- Releases on results of effects of Hot Tea merchandising materials
- Re-write Tea Convention speech for tea world article and as feature article for all publications.
- Phone calls to follow up on each release/mailing.

ICED TEA

The current test marketing of the Iced Tea table tents allows us to look forward to March 1991 as a major promotional launch for Iced Tea. The hard numbers we are looking to obtain from test chains will be the foundation of our promotion strategies.

Objectives:

- 1) Convince operators that using P.O.P. in their establishments will increase sales.
- 2) Create awareness of P.O.P. material availability.
- 3) Create industry and consumer awareness of Iced Tea as a quality alternative beverage choice.

Objective: 1) Convince operators that use of P.O.P. will
 increase sales;
 2) Proven effective materials are available free.

Strategies

I. ICED TEA MERCHANDISING MATERIALS

In March of 1991, launch the Iced Tea P.O.P. promotion. Table tents will be offered free. Fulfillment will be handled at CRC. There is the possibility that two different table tents will be printed: one without price, the other with an area for price listings.

II. ADVERTISE

To most effectively announce the new merchandising materials, research and testing results, develop two page ad spread for selected publications. The ad would highlight the test market results and the 1-800 number. Additionally, the ad would announce a contest in which operators would compete to create the best promotion using the Tea Association's table tents and the word "REFRESHING". Winners will be judged on sales and creativity. From publications, receive merchandising guarantees such as press release placement.

III. DIRECT RESPONSE

Participate in the Food Group Direct Response Program to announce the new table tents. The program offers fax operator alert, telemarketing follow up and an 800 number for immediate fulfillment of merchandising requests. February mailing will go to 8,000 purchasers in Casual Dining Restaurants and Independent Chains.

IV. COEX CONVENTION

Use the February Convention as the platform to launch the Iced Tea program. Several events at the convention would create awareness:

1. Tea - Off

Sponsor a golf tournament that has Iced Tea, specifically the table tents and test market findings, as its theme. Produce special golf-tea's, plastic imprinted cups, tea shirts, score cards, etc, all with certain messages supporting the new Iced tea campaign.

2. Drink Stands and Merchandising Materials

Set up Iced Tea dispensers with the new tabletents on the convention floor. Have the restaurants in the hotel use the table tents, and serve Iced tea free, compliments of the Tea Association.

3. Contest

Hold a contest that involves last year's Iced Tea merchandising materials. For example, use the menu cards as tickets. Number the cards so as to have one number for every two cards. The contest involves finding the person with the same number card. Prizes would be awarded.

Objective: Create industry and consumer awareness of Iced Tea as a quality alternative beverage choice.

Strategies:

I. PUBLIC RELATIONS

A thorough public relations campaign would insure complete industry exposure of both the Committee's research and P.O.P. materials. Elements of this campaign would include:

- press release and feature article describing the research, actual test results, and testimonials from J.B.'s and IHOP.
- track the progress of those who respond to the merchandising offer. Write press release and feature article using testimonials and sales figures.
- release announcing promotion contest.
- release announcing promotion contest results and winner(s).

II. ICED TEA MENUS

Develop table menus to enhance the "refreshing" theme and promote new Iced Tea drinks. Offer menu stickers to indicate daily/weekly specials such as "Half Price", "Two for One", "Free Every Tuesday". Communication vehicle would be advertising, direct response offers, and public relations

TIMELINE FOR ICED TEA

NOVEMBER

- plan COEX
- begin development of table tents and Iced Tea menus

DECEMBER

- plan COEX
- task force reports finalized - proceed to printing

JANUARY

- press release and feature article on test market results in preparation for launch
- task force press release

FEBRUARY

- COEX
- direct response mailing

MARCH

- ad breaks in publications

JULY

- end promotion contest

SEPTEMBER

- press release and feature article detailing the merchandising materials' effects on sales

OCTOBER

- press release and article on contest results and winner(s)

ICED TEA COST ESTIMATES

MERCHANDISING MATERIALS:		\$89,019
(100,000 each of two versions)		
Printing	\$44,820	
Fulfillment	\$15,000	
Testing	\$25,000	
Test Printing	\$4,199	
ADVERTISING:		\$214,690
Production	\$12,690	
Media	\$200,000	
Contest Prize	\$2,000	
COEX GOLF TOURNAMENT:		
Sponsorship: at \$84.80/person		\$12,211
Additional materials:		\$4,200
500 Plastic Imprinted Cups	\$1,200	
T- shirts	p/u	
200 Score cards	\$600	
500 Golf Balls	\$900	
Collateral	\$1,500	
NACUFS:		\$48,000
Collateral/events		
DIRECT RESPONSE PROGRAM:		\$10,000
ICED TEA MENUS WITH STICKERS: (20,000)		\$17,942
PUBLIC RELATIONS:		\$3,500
(see below)		
	Sub-Total:	\$399,562

Releases/article on research and market test results
Release/article tracking results of operations using merchandising materials.
Release announcing promotion contest
Release announce promotion contest results and winner(s)

ADDITIONAL PROGRAMS

The promotions and public relations for the Hot and Iced campaigns are mutually exclusive. They are scheduled for their respective seasons. The Hot Tea program will run from September 1990 through March 1991. Then, in March, we will launch the Iced Tea campaign that will be heavily promoted until October. Each program is treated separately, with the events and public relations focused wholly on either Iced or Hot tea.

However, there should be marketing strategies and public relations combining Hot and Iced Tea. This is because some of the work currently in progress focuses on both products. It also presents the opportunity to delineate the Committee's work on both Hot and Iced simultaneously.

Objectives:

- 1) Promote the work and image of the Association;
- 2) Capitalize on the separate Hot and Iced Tea campaigns.

Strategies:

I. PUBLIC RELATIONS

Articles and press releases would be written about both Hot and Iced Tea. Many would be directly related to the Foodservice Committee while others would serve only to create awareness of tea. Among the topics for 1991 are:

- "The Popularity of Tea" - using recent statistics and research.
- Release and article on Task Force findings.
- Tea Convention speech presented as an overview of the Committee's work and concerns.

II. CHARITY GOLF TOURNAMENT

Research into the health issues of tea should reveal positive qualities deserving of publicity. Working with an appropriate charity foundation to organize a charity golf tournament or other charity event will provide a venue for such publicity. This would be a pay per enter event, with the proceeds being donated to the charity. Produce invitations and the appropriate collection of collateral material to gain the participation of important public figures and media contacts.

III. TEA WORLD ARTICLE

The next issue of Tea World will feature an article on tea and an insert. This will be a revised version of the Tea Convention speech with the ad or Hot Tea brochure as potential inserts. We recommend issuing this article, with an executive summary, to all media contacts to provide a perspective from which to understand the Committee's present and future plans.

IV. TASK FORCES

The task forces are an important part of the Committee's contribution to the industry. The information will go far in extending respect and credibility to the Committee. These findings should be combined into a "white paper", making it available through the 800#, direct response program, trade shows, etc. In the form of a release and article, the task forces will serve as a reminder to all media that the Committee is proactive, service oriented and working aggressively with manufacturers to increase tea sales.

V. SYSCO

Sysco is the largest distribution network in America, and the largest user of the Iced Tea merchandising materials. Initial contact with the National Beverage Managers produced positive feedback on potential cooperative programs. Specifically, a meeting of the Sysco regional Tea, Juice and Coffee managers is scheduled for February, at which the Hot Tea materials may be introduced and supported by Sysco. Furthermore, in January, Sysco will be using an insert in Nation's Restaurant News to offer information and coupons on many of its products, including tea. Potential exists for the Hot Tea materials to be mentioned in the insert, perhaps pictured, with Sysco endorsing their use. There is high initial enthusiasm. A relationship could grow that would include promotional opportunities for both Hot and Iced tea.

ADDITIONAL PROGRAMS COST ESTIMATE

CHARITY EVENT: \$14,000

TASK FORCE REPORT: (5,000) \$5,707

Copywriting/Production \$3,700
Printing \$2,070

SYSCO: \$5,000
Cooperative ads/promotions(if appropriate)

PUBLIC RELATIONS: \$1,500
(see below)

Sub-Total: \$26,207

- The Popularity of Tea
- Release/article on Task Forces
- Convention Speech article

1991 ESTIMATED COSTS

Hot Tea Sub-total:	\$76,527
Iced Tea Sub-total:	\$399,562
Additional Programs:	\$26,207
Agency Fee: at \$7,500/month	\$90,000

GRAND TOTAL: \$592,296

NON-CREATIVE ESTIMATED HOURS AGAINST STRATEGIES

	HOURS
HOT TEA:	
Special Event Planning:	80
Follow up to Direct Mail:	10
COEX High Tea:	20
Public Relations:	200
Sub-Total:	310
ICED TEA:	
Merchandising Materials:	10
Advertising:	25
COEX Golf Tournament:	30
Direct Response Program:	15
Iced Tea Menus:	15
Public Relations:	150
Sub-Total:	245
ADDITIONAL PROGRAMS:	
Charity Event:	40
Sysco:	15
Public Relations:	90
Sub-Total:	145
ACCOUNT MANAGEMENT:	250
General admisinistration; meetings and account planning and coordination	
Grand Total:	950

Item # 11 Attachment (d) Marketing Communications Campaign

1990 Update, 1991 Plans

TEA TIME -- ANYTIME

BUILDING THE MOMENTUM: 1991

1990: ESTABLISHING THE BASE

* 1990 PROGRAMS IN PLACE/MOMENTUM BEING BUILT

* TEA: BEST REFRESHMENT BEVERAGE ALTERNATIVE FOR TODAY'S ACTIVE, CONTEMPORARY, HEALTHY LIFESTYLE

* RELEVANT PART OF TODAY'S HEALTH LIFESTYLE

* PRESS KIT * SPOKESPERSON

* SATELLITE * TELEVISION NEWS & TALK SHOWS

* RADIO * NEWSPAPER FEATURES & BULLETINS

* IN-THEATRE * NEWSLETTER

* MEDIA TOUR * INFLUENTIALS

* 210 DAYS = 40 MILLION + CONSUMERS

* 33 OF TOP 50 CDS

* 60 MILLION + CONSUMERS BY YEAR-END

BUILDING THE MOMENTUM: 1991

* REPEATEDLY POSITION TEA & MESSAGES BEFORE TARGETS:

* WOMEN, 30+

* INFLUENCERS:

* EDITORS & BROADCASTERS

* HOME ECONOMISTS

* SUPERMARKET CONSUMER AFFAIRS

* OTHER CONSUMERS

* INCREASE FREQUENCY OF CORE COMPONENTS = INCREASE REACH

* CREATE NEW OPPORTUNITIES

1991

INCREASING OUR REACH: CONSUMERS

- * HEIGHTEN CONSUMER AWARENESS
- * DEMONSTRATE TEA'S RELEVANCE TO CONTEMPORARY/HEALTHY LIFESTYLE
- * SUPPORT CONSUMER MAKE POSITIVE DECISION ABOUT TEA

* STEP UP DIRECT FEATURE EFFORTS

= 40 MILLION

* TEA SURVEY ON CONTEMPORARY LIVING

* WOMEN 30 +

* DEMONSTRATE COMPATIBILITY: PRODUCT & CONSUMER

* LIFESTYLE, FOOD, HEALTH TRENDS

* GOALS, HOBBIES, FRIENDSHIP, LEISURE TIME ACTIVITIES,
HEALTH/FITNESS, PERCEPTIONS OF QUALITY

* PRESS KIT

* SPOKESPERSON

* EDITORIAL UPDATES: NEWS, TRENDS, SURVEYS, PRODUCT

* NEWSLETTER

* CONTEMPORARY LIFESTYLE ARTICLES & BULLETINS

* SYNDICATED FEATURES TO SUBURBS

* AP/UPI PHOTOS

* 5 NATIONAL RADIO FEATURES	=	25 MILLION
* 3 VIDEO NEWS RELEASES & IN-THEATRE "POPCORN REPORTS"		
* 6 "HEALTH & HOME REPORTS" TV	=	21 MILLION
* NATIONAL "CREATIVE LIVING" TV	=	30 MILLION
* SPRING MEDIA TOUR		
* SATELLITE		
* INFLUENTIALS		

12 MONTH 1991 GOAL:	REPEATEDLY POSITION TEA + CONVEY MESSAGES
	QUALITY VS. QUANTITY
	100 MILLION IMPRESSIONS

GAINING LEADERSHIP RECOGNITION & SUPPORT: INFLUENCERS

AMERICAN HOME ECONOMISTS

- * LEADING NATIONAL PROFESSIONAL ASSOCIATION OF HOME ECONOMISTS
- * BUILD ON 1990 DIRECT-MAIL CAMPAIGN
- * ANNUAL CONVENTION: JUNE

AMERICAN WOMEN IN RADIO & TELEVISION

- * PREMIER ASSOCIATION OF ON-AIR FEMALE BROADCASTERS/TEAMS
- * ANNUAL CONVENTION: MAY
- * ESTABLISH AWARENESS & VISIBILITY

NATIONAL ASSOCIATION OF BROADCASTERS

- * LEADING ORGANIZATION OF RADIO BROADCASTERS
- * 7,000 PROGRAM DIRECTORS
- * ANNUAL CONVENTION: SEPTEMBER

STRATEGY SUMMARY

EXPANDING NATIONAL CONSUMER EDUCATION/INFORMATIONAL & AWARENESS
LEVELS:

BROADCAST

YEAR-LONG VNR TELECASTS

IN-THEATRE BROADCASTING

BIMONTHLY HEALTH & HOME BROADCASTS

QUARTERLY NATIONAL RADIO PROGRAMMING

PRINT & BROADCAST

NEWSPAPER AND MAGAZINE BACKGROUNDEERS, INTERVIEWS, FEATURES, BULLETINS, UPDATES
NATIONALLY SYNDICATED FEATURES & WIRE PHOTOS

GRASSROOTS HOME ECONOMIST ENDORSEMENT, REPORTS & WORD-OF-MOUTH

SATELLITE MEDIA TOUR

ENHANCE REACH TO KEY MARKETS WITH MEDIA TOUR & OTHER APPROACHES

1991 ACTIVITY TIMETABLE

[illegible]

CREATING NEW OPPORTUNITIES

- * EXTEND REACH & IMPACT OF CORE PROGRAM IN HIGH CDI'S
- * BUILD MOMENTUM TOWARDS COMMUNICATIONS OBJECTIVES
- * HEIGHTEN CONSUMER AWARENESS
- * DEMONSTRATE TEA'S RELEVANCE TO CONTEMPORARY/HEALTHY LIFESTYLE
- * SUPPORT CONSUMER MAKE POSITIVE DECISION ABOUT TEA
- * APPROACHES EXAMINE BOTH PRODUCT & TARGET AUDIENCE
- * IDENTIFY THE NATURAL COMPATABILITY
- * DEMONSTRATE TEA AS NATURAL CHOICE FOR CONTEMPORARY LIFESTYLE

TEA IS APPROPRIATE FOR ALL OCCASIONS, BRINGS PEOPLE TOGETHER, GOOD VALUE,
NATURAL/HEALTHY, INTERNATIONAL/CROSS-CULTURAL

TEA SALUTES WOMEN OF THE 90'S

- * IDENTIFY WOMAN -- OR WOMEN -- IMPROVING THE CONTEMPORARY LIFE OF HER COMMUNITY
- * TEA SPOTLIGHTS & SALUTES HER
- * CO-OP LOCAL GROUPS AND CHAPTERS OF GENERAL FEDERATION OF WOMEN'S CLUBS
- * TEA WOMAN OF THE 90'S TROPHIES AND DONATION TO ENDEAVOR
- * QUARTERLY, SEMI-ANNUALLY OR ANNUALLY
- * DEMONSTRATE COMPATIBILITY
- * GENERATE PUBLICITY, PRODUCT RECOGNITION, WORD-OF-MOUTH
- * CREATE VISIBLE GOODWILL
- * POTENTIAL TO EXPAND: AWARDS CEREMONIES
AFTERNOON TEAS
LOCAL INFLUENTIALS
TEA SPOKESPERSON

TEA IS CONTEMPORARY, NATURAL/HEALTHY, FUN/UPBEAT & BRINGS PEOPLE TOGETHER

TEA FAMILY FITNESS PROGRAM

- * GROWING EMPHASIS ON HEALTHY, QUALITY LIFESTYLE
- * BUILD ON VNR
- * FOSTER DIRECT CORRELATION BETWEEN TEA & TODAY'S HEALTHY LIFESTYLE WITH TEA FAMILY FITNESS PROGRAM
- * LOCAL/REGIONAL COMMUNITY LEVEL, DISTRIBUTOR-DRIVEN PROGRAM
- * INITIATE MODEST SCALE WITH LOCAL YW/YMCA'S, FITNESS CLUBS, WOMEN'S GROUPS, CIVIC CLUBS, COACHES/TRAINERS
- * ELEMENTS: DAY/EVENING INTRODUCTORY COURSES
EXERCISES PRE-APPROVED BY LOCAL FITNESS PROFESSIONALS
INDOOR & OUTDOOR
LOCAL NEWS ANNOUNCEMENTS, NEWSLETTERS & BULLETIN BOARDS
DISTRIBUTOR GUIDELINE KITS
PARTICIPANT KITS/PROGRESS CHARTS, INSTRUCTIONAL TIPS BROCHURE
AUDIOTAPE INTRODUCTORY COURSE, CONSUMER NEWSLETTER DIRECT-MAIL TO PARTICIPANTS
- * LOCAL/REGIONAL PRESS COVERAGE & PARTICIPATION THROUGHOUT.

TEA IS FUN/UPBEAT, BRINGS PEOPLE TOGETHER & IS APPROPRIATE FOR ALL OCCASIONS

TEA CELEBRATES THE 90'S

- * HIGHLIGHT TEA/AFTERNOON TEA AT SPECIAL STREET AND COUNTY FAIRS, FESTIVALS OR GALAS
- * CREATE LOCAL EVENTS BUILD AROUND TEA & ITS COMPATIBILITY WITH CONTEMPORARY LIFESTYLE

EXAMPLES:

- * WEEKEND TEA CELEBRATORY FESTIVAL IN CENTRAL PARK/ALICE IN WONDERLAND STATUE EDITORS, CELEBRITIES, INFLUENTIALS, WOMEN'S GROUPS ENLIST CORPORATE, EDITORIAL & CELEBRITY COMPETITIONS WITH PROCEEDS TO HIGHLY-VISIBLE/REGIONALLY-RELEVANT CHARITY CATER

EXHIBITS BY INTERNATIONAL TEA LEAF CLUB, ORGANIZED WOMEN'S GROUPS BREWING/SERVING DEMO'S BY LEADING CHEFS
ANCIENT ART OF TEA SERVING

- * CHICAGO TEA FESTIVAL ON THE LAKE
LOCAL COMMUNITY LEADERS, EDITORS & INFLUENTIALS
TEA DANCE ON THE LAKE
FEATURE VARIOUS DISHES & TEAS FOR ONBOARD DINNER

- * TEA FESTIVAL AT DALLAS STATE FAIR
EXHIBIT DESCRIBES TEA'S UNIVERSAL APPEAL, VARIOUS USES & CONTEMPORARY ATTRIBUTES.

ADDITIONAL APPROACHES

- * LIFESTYLE/FASHION SHOWS & AFTERNOON TEAS WITH LEADING LOCAL RETAILERS
 - * RECIPE CONTESTS TO POSITION TEA WITH CONTEMPORARY DINING & INCREASE CONSUMPTION
 - * "AFTERNOON TEA" IN-A-BOX DIRECT MAIL CAMPAIGN TO EDITORS
 - * TEA CHALLENGE
 - * TEA WORKSHOPS/DANCES AT COUNTRY & FAMILY CLUBS
 - * ORCHESTRATE & PROMOTE TEA DANCES IN SUPPORT OF COMMUNITY CHARITIES
 - * MOBILIZE DISTRIBUTORS & FAMILIES: ON-CAMERA "EVENINGS WITH TEA" -- LOCAL PBS AUCTIONS
 - * WEEK-LONG EDITORIAL TOUR OF SELECT TEA PRODUCING COUNTRIES -- TARGET LEADING NATIONAL JOURNALISTS
 - * CREATE & DISTRIBUTE SERIES OF TIPS BROCHURES FOR WOMEN 30+. VARY SUBJECTS FROM TEA TIP TRAVEL GUIDES TO "STRESS IN THE 90'S"
 - * PARTICIPATE IN NATIONAL TV GAME SHOW GIVEAWAYS: "WHEEL OF FORTUNE", "JEOPARDY" WITH LEADING MANUFACTURERS
 - * LAUNCH PRODUCT SAMPLING TARGETED TO POPULAR NATIONAL DAYTIME TELEVISION TALK SHOW AUDIENCES.
ENLIST PRODUCERS: "SALLY JESSY RAPHAEL", "OPRAH", "DONOHUE"
- EXPLORE THESE & CREATE OTHER OPPORTUNITIES THROUGHOUT YEAR

PUBLIC RELATIONS BUDGET RECAP

	<u>1990</u>	<u>1991</u>
FCS COMMUNICATIONS	\$120,000	\$132,000
PRESS KIT/POSTAGE/MISCELLANEOUS		18,500
SPOKESPERSON FEE/20 DAYS	36,000	67,500
4 SYNDICATED NEWSPAPER FEATURES	16,000	16,000
2 VIDEO NEWS RELEASES		3 VNRS
2 POPCORN REPORTS		3 POPCORN
3 HEALTH & HOME CABLE TV	97,900	6 CABLE
4 SYNDICATED RADIO FEATURES	6,500	5 FEATURES
2 CONSUMER NEWSLETTERS	40,000	1 NEWSLETTER
		4 UPDATES
NATIONAL SURVEY		10,000
4 WIRE PHOTOS	7,100	2 WIRE PHOTOS
10 CITY MEDIA TOUR	70,000	35,000
AHEA DIRECT-MAIL	43,500	AHEA CONVENTION
"CREATIVE LIVING" TV FOR '91	15,000	WOMEN: RADIO & TV
FOOD MEDIA CONFERENCE FOR '91	15,000	BROADCAST CONVENTION
SATELLITE MEDIA TOUR	<u>15,000</u>	OPTIONAL
		<u>26,000</u>
TOTAL	\$482,000	\$485,000

THE TEA SYMPOSIUM

Working Title: "Physiological and Pharmacological Effects of Camellia Sinensis (Tea): Implications for Cardiovascular Disease, Cancer and Public Health"

Dates: Symposium: Monday & Tuesday, March 4 & 5, 1991
Workshop: Wednesday, March 6, 1991

Place: Ford Foundation Auditorium
320 E. 43rd Street
New York City

Co-Sponsors: The American Health Foundation & The Tea Association of the U.S.A., Inc.

Purpose: To offer a comprehensive review and presentation of new research concepts and findings of the anthropological, physiological, pharmacological, clinical and public health characteristics of tea.

Participants: As of December 1, 1990, 19 tea researchers from around the world (U.S.A., Canada, Japan, China, Norway, Israel, et.al.) have accepted invitations to make presentations (see attached list). Two additional speakers are expected to be named shortly. The Tea Association's existing Scientific Advisory Panel will serve as Symposium Chairmen.

Registrants: Expected to attend are between 100 and 200 representatives from major medical schools, medical journals, the medical media, and other medical and scientific organizations.

UPDATED 11/28/90

TEA SYMPOSIUM

SPEAKER REPLY LIST

GENERAL — CLINICAL ASPECTS OF TEA

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
1. Dr George Christakis Chairman		Conference overview			
2. Dr Harold N. Graham Retired VP of Research Thomas J. Lipton Co. (A List)	YES per S.W. 10/11/90	Review of Tea Consumption, Chemical Composition, Tannin Chemistry	Dr Douglas Balentine Thomas J. Lipton Co. (B List)		
3. Dr Norge Jerome Univ Of Kansas (A List)	YES by phone 10/11/90	The Nutritional Anthropology of Tea			No honorarium needed, Has never done paper as works for government. such but "this would be a challenge"
4. Dr Jacques Bourgiognie Univ of Miami (A List)	NO by phone 10/24/90	Tea, Fluid Balance & Renal Disease			On sabbatical in Paris at that time. Will advise re final decision later.
Dr Murray Epstein Univ of Miami					Replacement for Dr. Bourgiognie
5. Dr Jay Skylar Univ of Miami (A List)	NO by phone 10/10/90 & letter 10/8/90	The Potential Role of Tea in Metabolic Diseases			

GENERAL — CLINICAL ASPECTS OF TEA

COMMENTS

HONORARIUM

BACK-UP SPEAKER

SPEECH TITLE

REPLY

SPEAKER

Will attend for
discussion but not for
presentation

Replacement for
Dr. Janowitz

* Dr Okudo has only done
very general research
on Tannins

6. Dr Henry Janowitz NO
Mount Sinai Sch of Med by phone
(A List) 9/28/90
Tea & Gastrointestinal
Diseases

Dr. Jamie S. Barkin YES
Mount Sinai Med Cntr by phone 11/20/90
Tea & Gastrointestinal
Diseases

POSTER

1. Dr Takuo Okuda
Okayama University
(C List)
Chemistry of Tea Tannins

* Comments on Japanese researchers made by Dr Yukihiro Hara, Mitsui-Norin Co

METHYLXANTHINES

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
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1. Dr Arthur Bassett
Chairman

Intro to Methylxanthine

2. Dr David Robertson
Vanderbilt Univ
(A List)

YES
by fax
10/9/90

Caffeine — Clinical
Pharmacology

Most of his research has involved effects of caffeine on the heart and blood pressure. Can also speak on that, if preferable.

3. Dr Luiz Belardinelli
Univ of Florida
(A List)

YES
by fax
10/11/90

Methylxanthines, Adenosine
& Cardiovascular System

Dr Martin G Myers
Sunnbrook Medical Centre
(B List)
Dr Bernard Lown
Harvard Medical School
(B List)

TEA AND CARDIOVASCULAR DISEASE

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
1. Dr Henry Ginsburg Chairman		Intro and Overview of Tea and Cardiovascular Disease			
2. Dr Aage Tverdal National Health Screening SVC (Norway) (A List)	YES by fax 9/28/90		Dr Jaakko Tuomilento National Public Health Inst (Finland) (B List)		Has done research on coffee and not tea, need to confirm re topic
3. Dr Manfred Green Ministry of Health (Israel) (A List)	YES by fax 10/8/90	Association of Serum Lipids with Coffee, Tea and Egg Consumption in Free-Living Subjects	Dr Eliezer Jucha (B List) Dr Steven Haffner Lowenstein Hosp (Israel) (C List)		
4. Dr Yukihiro Hara Mitsui-Norin Co., Ltd. (A List)	YES by phone 10/22/90	Effects of Green Tea Catechins on Plasma			* Can speak on Dr Ozaki's subject as well

* Comments on Japanese researchers made by Dr Yukihiro Hara, Mitsui-Norin Co

TEA AND CARDIOVASCULAR DISEASE

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
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5. Dr Lou Fuqing Zhejiang Medical Univ. (Moved from B to A List)	YES Invited through China Tea Import & Export Corp	A Study on Tea - Pigment in Prevention of Atherosclerosis	Dr Igao Mukai ITOEN, Central Research Inst (Poster) Dr Masayori Ozaki Nagasaki University (Poster) Dr E.A. Gadkari King Saud University (Poster) Dr Shoji Okada University of Shizuoka (Poster)	Expenses and travel paid for by China Tea Import	* Dr Mukai is a business- man, not a researcher recomm Dr Tadakazu Takeo of ITOEN * Dr Ozaki has retired
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POSTER

1. Dr Hajime Fujimura Kyoto Pharm Univ		Effect of Tea Catechins on Cholesterol Absorption in Hypercholesterolemic Rats			* Dr Okada has done no research on subject recomm Dr Kazuko Namiki Univ of Sugiyama Women's College
2. Dr Tadakazu Takeo ITOEN, Central Res Inst		Hypotensive Constituent from Green Tea			* Dr Fujimura is a minor researcher, work not well known
3. Dr Kazuko Yoshikawa Tokushima Bunri Univ	YES by fax 11/22/90	Hypotensive Constituent From Green Tea			* Dr Yoshikawa is a minor researcher, work not well known
4. Dr K.E.H. El Tahir King Saud University					

* Comments on Japanese researchers made by Dr Yukihiro Hara, Mitsui-Morin Co

CA COGENESIS

COMMENTS

HONORARIUM

BACK-UP SPEAKER

SPEECH TITLE

REPLY

SPEAKER

1. Dr John Weisburger
Chairman

Introduction -- Causes of
Cancer

2. Dr Lee W Wattenberg
Univ of Minnesota
(A List)

NO
by phone
10/10/90

Chemoprevention of Cancer

Dr H.L. Newmark
Memorial Sloan Kettering
Cancer Center
(B List)

3. Dr Allan H. Conney
Rutgers
(A List)

YES
by phone
10/17/90

4. Dr Peter Greenwald
National Cancer Inst
(A List)

NO
by phone
10/18/90

Dr Ritva Butrum
National Cancer Institute
(C List)

Dr Edward Sondik
National Cancer Inst
(B List)

NO
by phone
11/19/90

Replacement speaker for
Dr Peter Greenwald
Recommended Dr Joseph F.
Fraumeni, Jr, Assoc. Dir
for Epidemiology & Bio
Statistics, Div of Cancer
Etiology, NCI

5. Dr Hasan Muktar
Case Western Reserve
University (A List)

YES
by phone
9/27/90

Tea Components: Anti-
mutagenic and Anti-
carcinogenic Effects

Would welcome any
honorary

Wants to change topic to
Skin Cancer: Chemopreven-
tion by Tea Infusion

6. Dr Hirota Fujiki
National Cancer Center
Research Inst (Japan)
(A List)

Yes
by fax
11/8/90

Anticarcinogenic Effects of
(-)- Epigallocatechin
Gallate (EGCG)

* Highly recommended by
Dr Yukihiro Hara

* Comments on Japanese researchers made by Dr Yukihiro Hara, Mitsui-Norin Co

CARLENE KENNEDY

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
7. Dr Chen Junshi Institute of Health (China) (A List)	YES by fax 10/4/90	The Inhibiting Effects of Chinese Tea in the Occurrence of Esophageal Tumor in Rats Induced by N-Nitroso-Methylbenzylamine		Expenses and travel paid for by China Tea Import	Also sent invitation through China Tea Import and Export Corp Wants to change presentation to "The Inhibiting Effect of Chinese Tea in the occurrence of esophageal tumor in rats induced by NMBZA"
8. Dr James E. Klaunig Medical College of Ohio (A List)	YES by fax 10/8/90	Tea Components, Inhibition of Cytotoxicity --- Intracellular Communication			
9. Dr Hikoya Hayatsu Okayama University (Japan) (A List)	YES by fax 9/30/90	Antimutagenic Effects of Tannins		Yes	Requires airfare and hotel accommodations
10. Dr Toshihiko Osawa Nagoya University (A List)	YES by fax 10/4/90	Tea Tannins as Antioxidants			
11. Dr Chi-Tang Ho Rutgers University (A List)	YES by fax 10/17/90	Tea Components, Inhibition of Mutagenicity			Wants to presentation to be "The Antioxidant Components of Various Chinese Teas"; doesn't want to include antimutagenicity and anticarcinogenicity

CARCINOGENESIS

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
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- | | | | | | |
|---|---------------------|---|--|--|---------------|
| 12. Dr Taeko Matsuzaki
Mitsui-Norin Co. Ltd
(A List) | Retired
per Hara | Antioxidant Activity of
Tea Catechins | | | * Has retired |
| 13. Dr Hans Stich
British Columbia
Cancer Research Center
(Canada)
(A List) | YES
by fax | Tea Components, Inhibition
of Formation of Carcinogens | | | |

POSTER

- | | | | | | |
|--|---------------------------|--|--|---|---|
| 1. Dr Itaro Oguni
University of Shizuoka | YES
by fax
11/22/90 | Epidemiological and
Experimental Studies on
Protection Against Cancer
Risk by Green Tea | | | Change title to
"Epidemiological and
Experimental Studies on
Protection Against Cancer
Risk By Green Tea" |
| 2. Dr Yoshiyuki Nakamura
Shizuoka Col of Pharm | MAYBE
by fax | Inhibition of In-Vitro Cell
Transformation by Tannins | | Will only present poster
if expenses are covered | Change title to
"Inhibition of in vitro
neoplastic transformation
by tea ingredients" |
| 3. Dr Yoshiaki Ito
Public Health Res Inst
of Kobe City | | Suppression of Chromosome
Abberations by Tea | | | |

* Comments on Japanese researchers made by Dr Yukihiko Hara, Mitsui-Norin Co

CANCER

SPEAKER	REPLY	SPEECH TITLE	BACK-UP SPEAKER	HONORARIUM	COMMENTS
4. Dr Suminori Kono National Defense Medical College	MAYBE by fax 11/19/90				Will only present poster if expenses are covered
					Change title to "Green Tea Consumption and Serum Lipid Profiles: A Cross-sectional study of self-defense officials in northern Kyushu, Japan"

5. Dr L. C. Koo
Hong Kong University

Tea Council of the U.S.A., Inc.Report of the TreasurerFor the 11 Months Ended November 30, 1990

	Actual To 11/30/90	Budget To 11/30/90	1990 Approved Budget
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$1,367,980</u>	<u>\$1,367,980</u>	<u>\$1,367,980</u>
<u>Receipts:</u>			
U.S.A. Trade Contributions	\$ 799,339	\$ 916,667	\$1,000,000
U.S.A. Trade Observer Contributions			--
Producing Countries' Contributions	108,826	419,436	457,567
Due			
Received			
India	\$ 64,595	\$ 12,175	
Indonesia	179,100	--	
Kenya	85,563	--	
Sri Lanka	83,886	91,503	
Tanzania	6,292	5,448	
Producing Countries' Observer Contrib	5,000		--
Interest	93,442	59,600	65,000
Total Receipts	<u>\$1,006,607</u>	<u>\$1,395,703</u>	<u>\$1,522,567</u>
<u>Expenditures:</u>			
Tea Council Activities - Approved/Proposed			
<u>Approved</u>			
Administrative (Net)	\$ 404,554	449,963	\$ 483,350
Consumer Publicity & Approved Council Projects	885,562	999,965	1,100,325
<u>Uncommitted</u>			656,872
Total Expenditures	<u>\$1,290,116</u>	<u>\$1,449,928</u>	<u>\$2,240,547</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$1,084,471</u>	<u>\$1,313,755</u>	<u>\$ 650,000</u>

<u>Tea Council Administrative</u>	<u>Actual To 11/30/90</u>	<u>Budget To 11/30/90</u>	<u>1990 Approved Budget</u>
101 Salaries	\$ 206,258	\$ 194,563	\$ 212,250
105 Employees' Pension, Taxes & Ins.	64,096	68,750	75,000
110 Travel & Expenses	3,733	11,500	12,500
115 Office Supplies & Expenses	18,603	22,000	24,000
120 Rent & Maintenance	98,637	96,250	105,000
125 Furniture & Equipment	2,522	2,000	2,000
130 Insurance & Sundry Expenses	12,256	16,500	18,000
132 Legal & Accounting Fees	13,232	16,500	18,000
135 Exhibits & Presentations	3,036	4,600	5,000
140 Misc. Dev. of Ideas, Sketches, etc.	442	500	1,000
150 Tea Convention	<u>78,970</u>	<u>85,000</u>	<u>\$ 85,000</u>
Total Administrative	\$ 499,985	\$ 518,163	\$ 557,750
501 Less Fee Paid by Tea Association	<u>(95,431)</u>	<u>(68,200)</u>	<u>(74,400)</u>
Net Administrative	<u>\$ 404,554</u>	<u>\$ 449,963</u>	<u>\$ 483,350</u>
201-701 Approved Council Projects	<u>\$ 885,562</u>	<u>\$ 999,965</u>	<u>\$ 862,942</u>
Total	<u>\$1,290,116</u>	<u>\$1,449,928</u>	<u>\$1,346,292</u>

<u>Consumer Publicity Reports</u>	<u>Actual To 11/30/90</u>	<u>Budget To 11/30/90</u>	<u>1990 Approved Budget</u>
201 Salaries	\$ 34,238	\$ 34,238	\$ 37,350
210 Pension, Taxes & Insurance	10,427	10,427	11,375
212 Travel & Expense	5,979	6,000	6,000
215 Special Services	9,000	9,000	9,600
220 Publications	(546)	900	1,000
225 Photographs	18,504	16,500	16,500
230 Clippings, Radio & TV Reports	4,666	5,500	6,000
235 Publicity Mailings & Materials	54,758	48,500	48,500
240 TV & Radio Publicity	6,000	6,000	6,000
250 Speakers' Bureau	<u>2,840</u>	<u>4,500</u>	<u>5,000</u>
Total	<u>\$ 145,866</u>	<u>\$ 141,565</u>	<u>\$ 147,325</u>

Health Aspects of Tea

301 Scientific Advisory Panel	\$ 17,477	\$ 16,500	\$ 18,000
305 Fluid Balance Paper	185	--	--
310 Publication of Literature Review	1,617	--	--
315 Animal Study (Cholesterol)	--	--	50,000
320 International Tea & Health Seminar	<u>47,338</u>	<u>200,000</u>	<u>200,000</u>
Total	<u>\$ 66,617</u>	<u>\$ 216,500</u>	<u>\$ 268,000</u>

<u>Foodservice Campaign</u>	<u>Actual To 11/30/90</u>	<u>Budget To 11/30/90</u>	<u>1990 Approved Budget</u>
401 Advertising Space	\$ 33,480	\$ 33,480	\$ 33,480
410 Iced Tea - Operator Research	24,783	25,000	25,000
415 Iced Tea Merchandising	4,024	6,400	7,000
422 Hot Tea Direct Mail Campaign	105,995	100,000	100,000
425 Retainer	22,000	22,000	24,000
430 POS Fulfillment	9,869	5,020	5,020
435 Public Relations	161		00
440 Meetings & Tea Convention	1,830		00
445 Foodservice Industry Survey	--	--	3,000
450 Tea World	--	--	2,500
499 Contingency	<u>--</u>	<u>--</u>	<u></u>
Total	<u>\$ 202,142</u>	<u>\$ 191,900</u>	<u>\$ 200,000</u>

Other Projects

601 Tea World	\$ --	\$ --	\$ 3,000
701 Public Relations (FCS)	<u>470,937</u>	<u>450,000</u>	<u>482,000</u>
Total	<u>\$ 470,937</u>	<u>\$ 450,000</u>	<u>\$ 485,000</u>

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form Crim-154, formerly Form OBD-64 - Supplemental Statement):

Yes _____ or No XX

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes XX or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Bruce A. Lister
Signature

Jan. 25 1991
Date

Bruce A. Lister

Please type or print name of signatory on the line above

Acting Executive Director

Title

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