

31 DEC 1991

For Six Month Period Ending

(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

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JAN 31 1992

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
Chaidir Siregar	Board Member	9-04-91
Michael Sergon	Board Member	12-04-91

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>
Aiyub Mohsin	71-28 Juno Street Forest Hills, N.Y. 11375	Indonesian	Board Member	12-04-91

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes ☐ No ☒

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>
Lillian Hatton	Director of Consumer Services	12-05-91

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

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.

:China National Native Produce & Animal By-Products	:The Tea Association of Malawi Limited
Guangxi Tea Import & Export Corporation	:Sri Lanka Tea Board
:Republic of Indonesia	:The Tanzania Tea Authority
:The Tea Board of Kenya	

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 which consist of food photographs and news information, consumer booklets, radio and television interviews & tapes, attendance at trade shows and sponsorship of events at such shows; are aimed toward that stated objective.

- (a) Publicity Reports - July through December, 1991
- (b) William Congalton Speaking Engagements - July through December, 1991
- (c) Foodservice Committee - 1991 overview presentation by Committee Chairman
- (d) Marketing Communications Campaign - 1991 overview presentation by Committee Chairman
- (e) Health Aspects of Tea Committee - 1991 overview presentation by Committee Chairman

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.

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 policies 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>
9-04-91	Tea Board of Kenya	Quarterly Membership Contribution	\$ 52,849.50
9-04-91	Tea Association of Malawi	Observer Membership Contribution	5,000.00
9-11-91	Sri Lanka Tea Board	Quarterly Membership Contribution	21,848.25
10-02-91	Sri Lanka Tea Board	Quarterly Membership Contribution	21,848.25
10-07-91	Tanzania Tea Authority	Membership Contribution	4,118.00

Total \$105,664.00

(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.

Date	To Whom	Purpose	Amount
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See Item #15 - Attachment (a)

"Report of the Treasurer for the 11 Months Ended November 30, 1991"
(December 31 Statement is not complete as of this reporting date)

*****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 supplies
- typewriter/computer supplies
- bathroom/kitchen supplies
- pens, pencils, etc.
- envelopes, folders, labels, etc.
- telephone, FAX, telex charges
- maintenance on office telephone system

(f) Under "Health Aspects of Tea" - Account Numbers 301 through 330, disbursements are made to: Aronow & Pollock Communications, Inc.
361 Broadway, Suite 600
New York, N.Y. 10013

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 Numbers 705 through 799, disbursements are made to: FCS Communications, Inc.
509 Madison Avenue, Suite 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 A⁶ Yes ☐ No ☐ N/A
Exhibit B⁷ Yes ☐ No ☐

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 represent 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 ☐

N/A

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 ☐

N/A

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.

(Type or print name under each signature)

(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.)

Joseph P. Simrany

Joseph P. Simrany

Subscribed and sworn to before me at New York, New York

this 24 day of January, 19 92

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0544530
Qualified in New York County
Commission Expires MAY 31 1993

Theodore 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.)

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 CRM-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.)

Joseph P. Simrany
Signature

1/24/92
Date

Joseph P. Simrany
Please type or print name of
signatory on the line above

Executive Director
Title

92 JAN 31 13:01

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

To: Joseph P. Simrany
From: Lillian Hatton
Subject: Publicity Report for the month of July, 1991

Copy to:

File:

Date: 7/31/91

92
JUL 31 1991
2:30:01

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "The children are home on vacation".....If things are hectic because of the many demands on your time, take a break. Spend some time in your favorite chair with a good book and a tall glass of refreshing iced tea. The youngsters are probably tired too, especially if they have been shut in because of bad weather. This would be a good time to pour some tea for everyone and take time out for some family conversation. You may wind up sharing special moments that will put the sunshine back in your day.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Talks about "Update on the Grill"...Today's families are grilling more treats like chicken, fish and vegetables, to lower fat intake and cholesterol. Suggests limiting portions of beef to about 3 ounces. Barbecuing outdoors is also a good way to avoid heating up the kitchen on summer nights. Also, excess fat in food winds up in the grill and not in your body. The key to the "gourmet" grilling of many vegetables is to microwave them first...to just barely tender. Then brush them with olive oil or margarine to prevent sticking to the grill. Cook on the grill rack over medium-hot coals until tender and and slightly charred. You can do eggplant, zucchini, baby carrots, halved new potatoes and even asparagus! Of course your meal would not be complete without the addition of tall glasses of refreshing iced tea which complements the flavors of your foods. You might want to have some of the flavored teas as well, or make iced tea on the spot with instant tea or iced tea mix. However, whichever tea you serve, always choose a quality brand.

IN THE WORKS

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

X 17

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

To: Joseph P. Simrany Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of August, 1991 Date: 8/30/91

NEWSPAPER RELEASES

Full color feature entitled "A Taste of Eastern Europe" released through Family Features Editorial Services, Inc., in cooperation with the American Lamb Council and the International Olive Oil Council. Photograph taken in June.

Four black and white photo releases (3 iced and 1 hot) sent to metropolitan dailies. Photos taken in July.

IN THE WORKS

Photograph taken in preparation for full color page. Studio in San Francisco, CA. Page to be done in cooperation with the California Olive Industry and J.R. Brooks & Son (star fruit).

24.

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

To: Joseph P. Simrany
From: Lillian Hatton
Subject: Publicity Report for the month of September, 1991

Copy to:

File:

Date: 9/30/91

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "Whipping up a big meal when company's expected"....Things can get hectic in the kitchen, especially when the pressures on to impress. Don't get into a tizzy or nobody will have a good time. Pace yourself and take a few breaks during meal preparation. Sit down and relax with a refreshing glass of iced tea as you listen to music, watch television or chat on the phone. You can then go back to planning your party with a refreshed outlook.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Talks about "Saving Time"...Most American home-makers have very crammed schedules, especially if they have a job outside of the home as well. Make every minute count by using some good tips from experts on the subject. Create a standard grocery list tailored for your family. Shop mid-morning or after dinner when markets aren't mobbed. If you have children over ten years old, teach them how to do the laundry. It's not a difficult chore. Let them take turns. Don't distribute the freshly-washed clothes. Whoever does the laundry, folds and/or hangs clothes in a central place for everybody to pick up. Don't try to keep the house "company clean" all the time. Put books and magazines away to avoid that "cluttered" look and just concentrate on eye level dusting and polishing. Spend less time where nobody looks. Energy levels seem to drop in the afternoon, so have a daily energy plan. Eat a small amount of protein at lunch time. A lot of carbohydrates can make you drowsy. A perfect pick-me-up is a reviving cup of hot tea and a low-fat snack. Also sipping a hot cup of tea slowly is very relaxing and gives you a few minutes to yourself. Tea is good for the children too...it won't spoil their appetite for lunch, or dinner. It's also inexpensive and a natural beverage that's perfect for today's healthy lifestyle. Always use a quality brand for the most enjoyable results.

2.8/2.17

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

To: Joseph P. Simrany
From: Lillian Hatton
Subject: Publicity Report for the month of October, 1991

Copy to:

File:

Date: 10/31/91

NEWSPAPER RELEASES

Full color feature entitled "Simply Stylish" released through Electronic Color, in cooperation with the California Olive Industry and J.R. Brooks & Son (star fruit).
Photograph taken in August.

IN THE WORKS

Four black and white photographs taken at Walter Storck studio, N.Y. Three hot and one iced for holiday and winter release. One of the pictures was also shot in color for possible use by magazines.

Photograph taken in preparation for full color page. Studio in Chicago, IL. Page to be done in cooperation with Pet Evaporated Milk and the Veal Committee of the National Live Stock and Meat Board.

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

To: Joseph P. Simrany Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of November, 1991 Date: 11/27/91

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "Even the best organized family can get a little out of touch sometimes".....Experts advise regular family meetings. Choose an appropriate area where everyone can meet, such as the kitchen or den. Serve a light snack of crackers or fruit and steaming cups of tea. This congenial atmosphere will then encourage discussions about chore schedules, school projects and sibling disputes. Find time for telling a favorite joke or listening to music. This will make taking care of family business more fun.

Four black and white photo releases (3 hot and 1 iced) sent to metropolitan dailies. Photos taken in October.

Three column mat with photo, featuring hot tea and Zucchini-Cranberry Bread. For holiday release to weekly and small town daily newspapers through Associated Release Service.

IN THE WORKS

Photograph taken in preparation for full color page. Studio in Chicago, IL. Page to be done in cooperation with California Iceberg Lettuce and the National Broiler Council.

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

To: Joseph P. Simrany Copy to:

From: Lillian Hatton File:

Subject: Publicity Report for the month of December, 1991 Date: 1/2/92

RADIO

Radio recording released early December through Joe Ziehl's "Around The House" Series. Talks about getting a "jump start" on the holidays. Most people plan a lot of things to do and a lot of people to see but rarely get to half of it. There is only one answer, and that is to set priorities. Today's busy homemakers simply don't have time to do all the extra special things they would like to, so first accomplish all the basics as soon as possible. Shop for gifts and cook ahead as much as possible. Trim your tree and decorate your home early. Do some of your entertaining before the holidays arrive. This is a good idea and people's schedules tend to be a bit looser. Entertaining can take it out of you time-wise and energy-wise. Keep things simple...and one way to do this is to set up a traditional tea table. This is a lovely way to spend a late afternoon on a pre-holiday weekend. The two main ingredients are hot cups of well-brewed tea and a festive table. Make it special with interesting fruit and some evergreen boughs. Try draping a string of tiny lights borrowed from your tree around a white poinsettia plant and press every candlestick in the house into service. Arrange all on a large tablecloth that has been draped at an angle to one side of the table. Keep the food simple and traditional. Fruit cake, scones and jam...Christmas cookies, or, if you wish, you can add tea sandwiches, cheeses and biscuits. Use your best china and silver, and always choose a quality brand of tea. Your guests will appreciate your effort.

NEWSPAPER RELEASES

Full color feature entitled "Dollar Saving and Delicious" released through Family Features Editorial Services, Inc., in cooperation with Pet Evaporated Milk and the Veal Committee of the National Live Stock and Meat Board. Photograph taken in October.

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JULY 31, 1991

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. Congalton had no speaking engagements for the month of July, 1991.

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AUGUST 30, 1991

Mr. Congalton had no speaking engagements for the month of August, 1991.

SEPTEMBER 30, 1991

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
September 16, 1991	5 Rivers Branch Cape Cod Hospital Aid Club	Centerville, MA

OCTOBER 31, 1991

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
October 3, 1991	Bass River Baptist Church Ladies' Club	South Yarmouth, MA
October 7, 1991	Woonsocket Harris Library Group	Woonsocket, RI
October 14, 1991	Nautilus Club	Provincetown, MA
October 28, 1991	St. Mathew's Ladies' Guild	Acton, MA

NOVEMBER 27, 1991

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
November 13, 1991	Dennis Women's Club	West Dennis, MA

JANUARY 2, 1992
(Report for December 1991)

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
December 6, 1991	Yankee Peddler Questers #811	Dennisport, MA

Item #11 - Attachment (c)

1991 OVERVIEW OF FOODSERVICE COMMITTEE ACTIVITIES

92 JAN 31 P 3:01

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JAN 31 1992

INTRODUCTION

THANK YOU

IT IS THE MISSION OF THE FOODSERVICE COMMITTEE TO INCREASE TOP OF MIND AWARENESS THAT REFRESHING ICED TEA AND RELAXING HOT TEA ARE QUALITY AWAY FROM HOME BEVERAGE CHOICES.

THE CURRENT FOODSERVICE ENVIRONMENT IS VERY TOUGH. TOTAL FOODSERVICE DISTRIBUTOR SALES TO OPERATORS IS 101.5 BILLION DOLLARS. SALES ARE UP 1.5%. THE NUMBER OF NEW UNITS OPENING IS INCREASING BY 2.2%, AND OPERATOR COSTS CONTINUE TO RISE. AT THE SAME TIME, WE SEE THAT CHECK AVERAGES ARE FALLING IN THE FACE OF THIS INCREASED COMPETITION. THE RESULTING SITUATION IS ONE IN WHICH OPERATORS ARE ANALYZING BOTH THEIR MENUS AND THEIR SERVICES TO REDUCE OPERATING COSTS.

HERE'S A LOOK AT THE FIVE LARGEST SEGMENTS IN THE INDUSTRY.

FAST FOOD AND RESTAURANT SEGMENT. THIS SEGMENT IS COMPOSED OF RESTAURANTS LIKE MC DONALD'S, BURGER KING, FRIENDLY'S AND TGI FRIDAY'S. THESE RESTAURANTS ARE CUTTING THEIR PRICES TO REMAIN COMPETITIVE, AND TEA FITS IN WELL WITH THIS PROMOTIONAL STRATEGY BECAUSE TEA IS THE LOWEST FOOD OR BEVERAGE COST-ITEM SERVED.

TO COMBAT A SHRINKING CUSTOMER BASE, THE RESTAURANTS IN HOTELS ARE OFFERING TEA SERVICE TO INCREASE THE NUMBER OF CUSTOMERS ENTERING THEIR FACILITIES THAT ARE NOT HOTEL GUEST. "HIGH TEA" IN HOTELS IS A GROWING PHENOMENON, WHICH IS JUST ONE OF THE WAYS TO ATTRACT OUTSIDE TRAFFIC.

RESTAURANTS OR CAFETERIAS IN BUSINESS AND INDUSTRY, LIKE THOSE YOU WOULD FIND AT IBM, OR ANY OFFICE COMPLEX ARE SEEKING TO SATISFY EMPLOYEES THROUGH "VALUE MENU" OFFERINGS. THESE CAFETERIAS ARE REFLECTIVE OF THE COMPANY ITSELF, AND THEREFORE, WANT TO PROJECT A GOOD PRICE/VALUE RELATIONSHIP. TEA CERTAINLY IS FILLING THIS NEED.

THE FOODSERVICE OPERATIONS AT CAMPUSES ACROSS THE COUNTRY ARE RE-EVALUATING THEIR MENUS TO OFFER STUDENTS HEALTHIER, AND MORE BALANCED MEAL PLANS. TEA BOTH HOT AND ICED FITS HERE VERY WELL.

HOSPITALS AND NURSING HOMES ARE TURNING TO THE TYPE OF MENUS YOU WOULD EXPECT TO FIND IN COMMERCIAL RESTAURANTS. THIS GIVES TEA THE OPPORTUNITY TO TAKE

ADVANTAGE OF ITS LIGHT AND REFRESHING PERCEPTIONS IN THE MARKETPLACE.

SO THAT'S A BRIEF INDUSTRY UPDATE. IT PAINTS A LESS THAN POSITION PICTURE OVERALL BUT TEA HOT AND ICED FITS WELL IN BOTH IMAGE AND COST TO FILL THE OPERATORS NEEDS.

LET US REVIEW OUR COMMITTEES 1991 ACTIVITIES.

HOT

1. THE BIGGEST PROBLEM WE STILL FACE WITH HOT TEA IS ITS SERVICE AND PREPARATION. OUR MESSAGE IS:
SERVE HOT TEA PROPERLY TO INCREASE CUSTOMER ORDERS AND REPEAT PURCHASES.
2. WE HAVE BUTTONS THAT SEND OUR SERVE HOT TEA HOT MESSAGE TO CONSUMERS AND MENU STICKERS

THAT REASSURE CONSUMERS THAT THE TEA IN THAT RESTAURANT WILL BE PREPARED PROPERLY.

3. PREPARATION CARDS FIT EASILY ONTO THE WAITSTAFF ORDER PADS AND ON WATER DISPENSING URNS.
4. WE CREATED AWARENESS OF THESE MERCHANDISING MATERIALS AND THE IMPORTANCE OF PREPARATION AND SERVICE THROUGH BOTH DIRECT MAIL AND PUBLIC RELATIONS. THESE MATERIALS WERE MAILED TO 2,100 FOODSERVICE OPERATORS OF RESTAURANTS, BUSINESS AND INDUSTRY, COLLEGES AND UNIVERSITIES AND HEALTHCARE FACILITIES. EVERY MONTH, A PRESS RELEASE IS MAILED TO THE INDUSTRY PUBLICATIONS ALERTING THEM OF THE MATERIALS AND OF OTHER TRENDS SURROUNDING HOT TEA, SUCH AS THE INCREASE IN AFTERNOON TEA SERVICE AT HOTELS.

ICED TEA

1. RESEARCH AND TESTING AMONG OPERATORS AND CONSUMERS RESULTED IN THE DEVELOPMENT OF THE ICED TEA TABLE TENT AND ITS MESSAGE: "FRESH BREWED ICED TEA A REFRESHING EXPERIENCE." ONCE WE HAD CONSUMER AND OPERATOR ACCEPTANCE OF THE TENT, WE TESTED IT, AND FOUND CUSTOMER ORDERS INCREASE 8% WHEN THE TABLE TENT IS USED. PROVIDING TABLE TENTS IS JUST A WAY TO GET TEA MERCHANDISING STARTED.
2. ADVERTISING OF THE TABLE TENTS AND THEIR EFFECT ON SALES BEGAN IN MAY. WE ADVERTISED IN ALL THE MAJOR INDUSTRY PUBLICATIONS.

WE RAN THE AD A TOTAL OF 34 TIMES IN THE MAJOR PUBLICATIONS. IN TOTAL, 80% OF OUR OPERATORS SAW OUR ADVERTISING MESSAGE AN AVERAGE OF NEARLY 5 TIMES.

WE TOOK PART IN SEVERAL ASSOCIATION EVENTS AND CONVENTIONS TO DRIVE HOME THE POINT THAT MERCHANDISING ICED TEA INCREASES SALES.

THE FIRST WAS THE CHAIN OPERATORS EXCHANGE CONFERENCE IN FEBRUARY.

1. THIS CONFERENCE WAS ATTENDED BY THE MARKETING EXECUTIVES AND CEO'S OF THE COUNTRY'S LARGEST CHAIN RESTAURANTS. TOGETHER THIS AUDIENCE REPRESENTS 30% OF THE TOTAL CONSUMER SALES IN FOODSERVICE, ACCOUNTING FOR MORE THAN \$78,540,000,000 IN SALES.

TO GIVE YOU AN IDEA OF THE TYPES OF RESTAURANTS REPRESENTED AT COEX, THEY INCLUDE HARDEES, RED ROBIN RESTAURANTS,

BURGER KING, PIZZA HUT, DUNKIN' DONUTS, THE OLIVE GARDEN, KFC, MARRIOTT HOTELS, TACO BELL, TGI FRIDAY'S AND CHILI'S.

WE HAD THE ONLY PRODUCT IDENTIFIED/ENDORSED THROUGHOUT THE ENTIRE 3 DAY CONVENTION, REACHING EVERYONE IN ATTENDANCE. THIS SPONSORSHIP THAT ENSURED EVERY PERSON AT THE CONVENTION LEFT WITH A FOCUSED MESSAGE FROM THE COMMITTEE THAT MERCHANDISING ICED TEA BUILDS SALES AND PROFITS.

2. THE WAY WE COMMUNICATED WITH THESE IMPORTANT EXECUTIVES WAS THROUGH SPECIAL SIGNAGE PLACED ON THE GOLF COURSE AND IN ALL THE RESTAURANTS. WE SENT EACH EXECUTIVE A SPECIAL INVITATION. AND SIGNAGE WAS PRESENT THROUGHOUT THE 3 DAY CONVENTION. FURTHER COMMUNICATION OF THE ICED TEA MESSAGE WAS DELIVERED TO THE CONVENTION QUEST IN THEIR

ROOMS.

3. SELECT MEMBERS OF THE PRESS CONDUCTED INTERVIEWS OF THE TOURNAMENT, RESULTING IN INCREASED AWARENESS OF THE TEA ASSOCIATION THE COMMITTEE, ITS ACTIVITIES AND MESSAGES. THE MAJOR TRADE PUBLICATIONS PICKED UP OUR PRESS MATERIALS SHORTLY AFTER THE EVENT WHICH ALSO ADDED TO INCREASED AWARENESS OF OUR TEA MERCHANDISING MESSAGE.
- D. OUR COMMITTEE WAS INVOLVED WITH THE NATIONAL COLLEGE AND UNIVERSITY FOODSERVICE CONVENTION IN JULY. HERE, THE COMMITTEE COMMUNICATED WITH MORE THAN 500 SELF-OPERATING FOODSERVICE EXECUTIVES AT THE LARGEST SCHOOLS IN THE COUNTRY. THE SCHOOLS IN ATTENDANCE ACCOUNT FOR 50% OF ALL THE FOOD PURCHASES IN THE COLLEGE AND UNIVERSITY SEGMENT, AND REPRESENT \$1,550,000.000.

1. WE DEVELOPED A TOTE 'TEA BAG' TO COMMUNICATE WITH THESE PROFESSIONALS AT THEIR CONVENTION. WE IMPRINTED A SPECIAL MESSAGE ON THE BAG FOR THEM AND FILLED IT WITH BOTH OUR HOT AND ICED TEA MERCHANDISING MATERIALS. IN THIS WAY WE EDUCATED AN EXTREMELY IMPORTANT MARKET FOR THE COMMITTEE, AND HEIGHTENED THE AWARENESS OF OUR MESSAGE.

WELL THATS BEEN THE FOCUS OF OUR ICED TEA EFFORT.

IN ADDITION WE HAVE 4 TASK FORCES OPERATING WITHIN THE COMMITTEE.

1. IN AN EFFORT TO IMPROVE SERVICE AND PREPARATION OF TEA AND CREATE AWARENESS OF USING TEA BREWING EQUIPMENT CORRECTLY, THE COMMITTEE HAS DEVELOPED PROCEDURES DESIGNED

TO EDUCATE OUR INDUSTRY ON THE EFFECTS OF WATER TEMPERATURE, WATER FILTRATION AND CLEAN EQUIPMENT ON FRESH BREWED TEA.

2. THE WATER FILTRATION STATEMENT EXPLAINS FOR OPERATORS THE PROBLEMS ASSOCIATED WITH HIGH MINERAL AND CHLORINATED WATER AND THE FILTER CHARACTERISTICS NECESSARY TO PREVENT SUCH PROBLEMS. THIS IS ONE WAY WE ARE WORKING WITH THE INDUSTRY TO IMPROVE TEA QUALITY BECAUSE OF WATER HARDNESS, CHLORINATION AND LIME BUILD-UP. WE ARE WORKING WITH THE WATER FILTER EQUIPMENT COMPANIES TO COMMUNICATE OUR MESSAGE.
3. LIKEWISE, WE HAVE DEVELOPED A STRONG NETWORK WITH BREWING EQUIPMENT MANUFACTURERS TO HELP US SOLVE PROBLEMS LIKE CLEANLINESS ASSOCIATED WITH BREWING EQUIPMENT.

4. WE ARE FORMING IMPORTANT BONDS WITH EQUIPMENT MANUFACTURERS TO GET THESE STATEMENTS TO THE RESTAURANT OPERATORS. THE EQUIPMENT MANUFACTURERS ARE HELPING US PLACE THESE STICKERS ON THE TEA BREWING AND DISPENSING EQUIPMENT SO THAT OPERATORS ARE REMINDED TO CLEAN THEIR EQUIPMENT, AND SERVE BETTER TEA PRODUCTS.
5. AN ADDITIONAL TOOL WE ARE USING EFFECTIVELY VIA FULFILLMENT AND EQUIPMENT MANUFACTURERS IS OUR ORDER FORM. THIS FORM IS JUST ANOTHER WAY WE COMMUNICATE WITH THE INDUSTRY. ON ONE SIDE, IT COMMUNICATES THE INCREASES IN TEA FOODSERVICE SALES. ON THE OPPOSITE SIDE, IT SHOWS EACH OF THE MERCHANDISING PIECE AND ALLOWS THE OPERATOR AN EASY WAY TO ORDER THE MATERIALS.
6. OUR MOST RECENT TASK FORCE GROUP IS WORKING WITH CULINARY SCHOOLS AND FOODSERVICE MANAGEMENT

DEPARTMENTS OF THE COLLEGE AND UNIVERSITIES TO COMMUNICATE WITH INSTRUCTORS AND STUDENTS ON THE CURRENT FOODSERVICE TEA TRENDS AND THE IMPORTANCE OF TEA TO ALL FOODSERVICE SEGMENTS. THE PROGRAM ALLOWS US TO COMMUNICATE OUR MESSAGES WITH THE FUTURE FOODSERVICE OPERATORS.

1. FOODSERVICE DISTRIBUTORS ARE AN IMPORTANT AUDIENCE FOR US TO COMMUNICATE WITH. WE HAVE PUT TOGETHER A DIRECT MAIL CAMPAIGN CONSISTING OF ALL OUR MATERIALS, WHICH WERE MAILED TO SALES MANAGERS WHO HAVE A TOTAL OF 20,000 SALES PEOPLE. THEY ARE AWARE OF THE DRAMATIC INCREASES IN TEA SALES AND WE ARE MOTIVATING THEM TO ENCOURAGE THEIR CUSTOMERS TO MERCHANDISE TEA.

WE RECEIVE PRESS RELEASES EACH MONTH ON
CURRENT TRENDS SURROUNDING ICED TEA.

DURING 1991, OUR PRESS RELEASES WILL REACH
100'S OF THOUSAND OPERATORS, REPRESENTING A
MEDIA VALUE OF \$40,000.

SO THATS WHAT THIS COMMITTEE HAS BEEN DOING IN 1991
AND WE ARE PROUD OF THE PROGRESS WE'VE MADE IN OUR
FOCUSED STRATEGIES. WE HAVE A SENSE OF PRIDE AND WE
TRY TO DO THE RIGHT THINGS AND SURELY YOUR IDEAS ARE
ALSO MOST WELCOME. YOU ARE ALSO INVITED TO ATTEND
OUR MEETINGS. THEY ARE ONCE A MONTH. WE BEGIN AT
8:00 A.M. AND RUN TO NOON. PLEASE DON'T ALL COME TO
THE SAME MEETING. WE HAVE ONLY 14 CHAIRS IN THE
MEETING ROOM.

WHEN I OPENED, I STATED OUR MISSION. IT'S WORTH
SAYING AGAIN. THE END RESULT OF INCREASING TOP OF
MIND AWARENESS OF TEA IS TO INCREASE SALES. LET'S

LOOK AT OUR FOODSERVICE TEA SALES IN 1991 VERSUS 1990.

INSTANCE TEA INCREASE 31% BULK SIZES OF ICED TEA
MIX DECREASED 23% LIQUID CONCENTRATE INCREASED
13%

ICED TEA MIX STAYED EVEN WITH 1990.

HOT TEA BAGS INCREASED 10% ICED TEA BAGS INCREASED
15% OVERALL THE TREND IS STRONG TOTAL TEA
SALES AWAY FROM HOME INCREASED BY 8% AND CONTINUES
THE UPWARD TREND.

1992 PROGRAMS WILL BE AN EXTENSION OF 1991. WE
EXPECT TO EXECUTIVE BETTER THE STRATEGIES WE HAVE
HAD IN PLACE FOR THE LAST 3 YEARS.

THIS MORNING, I WOULD LIKE TO RELATE TO YOU A PERSONAL EXPERIENCE I'VE HAD THIS YEAR THAT MAY HELP YOU APPRECIATE HOW I FEEL ABOUT TEA IN GENERAL AND ESPECIALLY AS IT RELATES TO HOW ITS SERVED AWAY FROM THE HOME SITUATION.

THIS PAST YEAR I'VE TOURED MANY OF THE COLLEGES AND UNIVERSITIES WITH MY DAUGHTER NICOLE IN AN ATTEMPT TO ASSIST HER IN IDENTIFYING THE RIGHT UNIVERSITY FOR HER NEEDS. AS YOU KNOW, COLLEGES AND UNIVERSITIES COME IN ALL SIZES...LITTLE, MEDIUM AND LARGE, THEY ARE LOCATED FROM MALIBU TO MANHATTAN AND MAINE TO EL PASO. THEY SPECIALIZE IN EVERY CURRICULUM THAT A STUDENT HAS A DESIRE TO LEARN. THERE ARE STATE SCHOOLS AND AFFILIATED SCHOOLS. THERE ARE SCHOOLS 200 YEARS OLD AND SOME ARE BUT 20 YEARS OLD. THEY ARE AS DIFFERENT FROM ONE ANOTHER AS EACH OF US IN THIS ROOM ARE DIFFERENT FROM ONE ANOTHER. BUT WHEN YOU WALK ON A CAMPUS IN THIS

COUNTRY, ANY CAMPUS AND I MEAN ANY CAMPUS THERE IS ONE THING THAT STANDS OUT ABOVE EVERYTHING ELSE. AND THEY ALL HAVE IT. THIS ONE UNIQUE CHARACTERISTIC, IS THAT EACH OF THEM HAVE A SENSE OF PRIDE. A DESIRE TO DO WHAT'S RIGHT FOR THEIR STUDENTS THAT IT TOUCHES YOU THE MOMENT YOU GET OUT OF YOUR CAR. YOU CAN SEE IT IN THE FACES OF THE STUDENTS. YOU CAN HEAR IT IN THE SCHOOL THEMES. THIS YEARS THEME AT VILLANOVA IS, VILLANOVA PRIDE, FIND IT INSIDE. YOU CAN FEEL IT WHEN YOU TALK TO THE PROFESSORS, THE ADMINISTRATORS AND THE STUDENTS. IF I COULD HAVE ONE WISH COME TRUE, AS CHAIRMAN OF THIS COMMITTEE, IT WOULD BE TO HELP TO DEVELOP A STRONGER COLLEGE SPIRIT OF DOING WHATS RIGHT FOR TEA. TEA IS A SPECIAL BEVERAGE. WHEN YOU ASK CONSUMERS ABOUT TEA YOU HEAR ONLY POSITIVE ATTRIBUTES. YOU DON'T HEAR IT'S NOT GOOD FOR ME LIKE WHEN YOU ASK CONSUMERS ABOUT CARBONATED BEVERAGES. YOU DON'T HEAR, THE NEGATIVES ASSOCIATED

WITH COFFEE AND ALCOHOL. TEA IS SPECIAL AND IT IS SPECIAL IN A DIFFERENT WAY TO DIFFERENT PEOPLE. FOR SOME IT IS REFRESHING, FOR SOME RELAXING, FOR SOME HEALTHY, FOR OTHERS STIMULATING, AND STILL FOR OTHERS, IT HELPS THEM WITH THAT WARM SECURE FEELING. NOW I KNOW THAT TEA TO US IN THIS ROOM IS A BUSINESS AND I REALIZE WE COMPETE, BUT IT IS THE RESPONSIBILITY OF ALL, EACH OF US TO PROTECT THIS WONDERFUL IMAGE THAT TEA HAS. AND THERE ARE MANY WAYS TO DO THIS.

SO, MY FINAL COMMENTS THIS MORNING IS IN THE FORM OF AN INVITATION. YOU KNOW WHEN YOUR DINING AWAY FROM HOME AND THE MAITRE'D GIVES YOU A SMOKING SECTION TABLE WHEN YOU ASKED FOR NO-SMOKING ... YOU ASK TO BE CHANGED. WHEN YOU RECEIVE A WINE GLASS THAT'S DIRTY, YOU ASK THAT IT BE CHANGED, WHEN YOU GET A BENT FORK OR BENT KNIFE YOU ASK FOR A NEW ONE. IF YOUR ENTREE IS UNDER COOKED OR OVERCOOKED, YOU ASK

THAT IT BE RE-DONE. BUT SO MANY OF US WHILE IN A RESTAURANT WHEN SERVED TEA IMPROPERLY, SAY NOTHING AND DO NOTHING, BUT WHEN WE WONDER WHY OUR BUSINESS IS NOT GROWING AS FAST AS WE WOULD LIKE AND CERTAINLY A POOR QUALITY CUP OF TEA DOES NOTHING TO PROTECT THE TEA IMAGE.

SO, I INVITE EACH OF YOU TO BECOME OUR COMMITTEE'S PERSONAL TEA AMBASSADOR WHEN YOU ARE AWAY FROM HOME TO HELP US IMPROVE THE QUALITY OF TEA AND TEA SERVICE. ASK THAT TEA BE SERVED CORRECTLY.

THANK YOU

Item #11 - Attachment (d)

1991 OVERVIEW OF MARKETING COMMUNICATIONS CAMPAIGN

RECEIVED
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SPEECH TEA COUNCIL CONVENTION

THANK YOU JOHN. GOODMORNING EVERYONE. IT'S A PLEASURE TO BE HERE THIS MORNING REPRESENTING THE MEMBERS OF THE MARKETING ADVISORY COMMITTEE. - SPECIFICALLY THE CONSUME MARKETING AREA OF THE COMMITTEE.

AS JOE MENTIONED, WE ARE LOOKING TO THE FUTURE AND MOVING FORWARD WITH A FRESH PERSPECTIVE.

THIS IS STARTING WITH THE MARKETING ADVISORY COMMITTEE ITSELF. STRUCTURALLY WE HAVE A SOLID TEAM IN PLACE AND WE ARE STRENGTHENING THAT TEAM WITH REPRESENTATIVES FROM THE TEA & HEALTH AND FOODSERVICE COMMITTEES. THESE INDIVIDUALS WILL JOIN OUR CURRENT CONSUMER MARKETING COMMITTEE MEMBERS THAT INCLUDES MYSELF, PADDY CLODE, GARY COOPER, WENDELL POPE, JOHN O'SHAUGHNESSY AND JOE SIMRANY.

FROM AN OPERATIONAL PERSPECTIVE, AND INDEPENDENT OF THE DAY-TO-DAY FUNCTIONS OF EACH COMMITTEE, RICK KUNDRAT, MARTY KUSHNER AND I WILL JOIN TOGETHER AS CHAIRMAN OF THE MARKETING, FOODSERVICE AND TEA & HEALTH COMMITTEES, WORKING TOGETHER TO PROVIDE OVERALL STRATEGIC DIRECTION TO THE COUNCIL AND THE INDIVIDUAL COMMITTEES INVOLVED IN COMMUNICATING OUR VERY POSITIVE MESSAGES ABOUT TEA TO THE CONSUMER, HEALTH AND FOODSERVICE TARGETS.

THE MARKETING ADVISORY COMMITTEE'S MANDATE IS, AND WILL CONTINUE, TO FOCUS ON:

- * DEVELOPING THE TEA COUNCIL'S MARKETING STRATEGY
- * REVIEWING ALL PROPOSALS BROUGHT TO THE COUNCIL

- * INITIATING PROMOTIONAL IDEAS,
- * AND RECOMMENDING AND EVALUATING PROGRAMS AND EXPENDITURES.

FOR 1992 AND BEYOND, THE CHANGES WE ARE MAKING WILL STRENGTHEN THE COMMITTEE, AND ENABLE US TO:

- * PROVIDE COMPREHENSIVE DIRECTION TO THE PROMOTION EFFORTS
- * TIGHTLY COORDINATE ALL EXTERNAL COMMUNICATIONS
- * CONVEY OUR NEW IMAGE, BUILD PRODUCT POSITIONING AND RAISE RECOGNITION FOR TEA IN UNISON AND WITH "ONE VOICE" TO EACH OF THE TARGET AUDIENCES...
- * TARGETING AND DIRECTING ALL MARKETING COMMUNICATIONS TO REPEATEDLY POSITION TEA BEFORE OUR TARGET. REACHING MORE OF THEM...MORE OFTEN.

...ALL TO MEET OUR ULTIMATE OBJECTIVE OF INCREASING THE CONSUMPTION OF TEA IN THE U.S.

BUT TO MEET THIS OBJECTIVE, WE HAVE TO DO MORE. AS A COMMITTEE AND AS AN INDUSTRY WE MUST TAKE A FRESH LOOK AT OUR INDUSTRY, AND OUR PRODUCT. NOT ONLY IN TERMS OF OUR TEA BUSINESS. BUT WITHIN THE CONTEXT OF WHAT IS HAPPENING IN THE ENTIRE BEVERAGE CATEGORY.

AS YOUR MARKETING COMMITTEE, WE KNOW THAT IF WE DON'T LOOK BEYOND THE DAY-TO-DAY OPERATIONS OF OUR OWN BUSINESS AND OUR OWN BUSINESS ENVIRONMENT, OUR INDUSTRY WILL NEVER REALLY PROSPER AS IT HAS IN THE PAST. AND PROSPER WE MUST.

OUR OWN TEA BUSINESS IS CHANGING. BUT THE BEVERAGE

CATEGORY IS EXPLODING. AND THAT'S THE COMPETITIVE ENVIRONMENT WE'VE GOT TO NOT ONLY RESPOND TO, BUT MOVE AHEAD OF.

READY-TO-DRINK. IN MARKET SEGMENTING. IN ENTIRE NEW CATEGORIES BEING DEVELOPED WITHIN THE OVERALL MARKET. FROM NEW AGE AND NATURAL REFRESHMENT BEVERAGES.

COFFEE'S SEGMENTATION. THE SODA COMPANIES EFFORTS TO INCREASE SOFTDRINK CONSUMPTION DURING BREAKFAST.

ENTREPRENEURIAL INNOVATORS LIKE SNAPPLE ARE MOVING INTO OUR BUSINESS. AND THAT'S ONLY THE BEGINNING.

IN THE YEARS AHEAD, NEW COMPANIES WILL ENTER THE MARKET. THE GIANT BEVERAGE COMPANIES WILL TRY TO LEVERAGE THEIR RESOURCES IN DISTRIBUTION, MARKETING AND TECHNOLOGICAL EXPERTISE IN STILL OTHER SEGMENTS OF THE BEVERAGE CATEGORY INCLUDING TEA.

WE CAN LOOK AT ALL OF THIS AS A THREAT TO OUR INDUSTRY - OR WE CAN LOOK AT IT AS AN OPPORTUNITY. A BIG OPPORTUNITY TO STRONGLY POSITION TEA AS THE BEVERAGE OF CHOICE, AND GROW IN THIS EXCITING COMPETITIVE ENVIRONMENT.

* WHAT DO BEVERAGE COMPANIES OUTSIDE OF THE TEA INDUSTRY SEE WHEN THEY LOOK AT OUR PRODUCT AND THE WAY WE MARKET IT?

THEY SEE AN OPPORTUNITY. AN OPPORTUNITY TO MOVE IN AND CAPITALIZE ON TEA. IT IS A PRODUCT THAT MEETS THE CONSUMERS' NEW AND INCREASING DEMAND FOR HEALTHFUL/REFRESHING BEVERAGES.

WE WILL ALWAYS COMPETE IN THE TEA BUSINESS. AND WITH TEA AS OUR CORE PRIORITY, THERE IS AN ENORMOUS OPPORTUNITY FOR US IF WE MOVE FORWARD, CAPITALIZE ON OUR PRODUCT AND AGGRESSIVELY DEVELOP IT...LOOKING AT THE ENTIRE BEVERAGE INDUSTRY RATHER THAN JUST OUR OWN. AND ANTICIPATING OF THE OPPORTUNITIES.

THE TEA ASSOCIATION HAS HISTORICALLY MET THE CHALLENGE AND DEMONSTRATED ITS ABILITY TO POSITIVELY AFFECT SALES OF TEA IN U.S. MARKETS. FOR EXAMPLE:

WHEN THE TEA COUNCIL STARTED OPERATIONS IN 1950, THE PARTNERS AGREED IT MIGHT TAKE A FULL FIVE YEARS BEFORE ANY ACTION COUNTERING THE THEN-DOWNWARD TREND WOULD BE POSSIBLE. BUT BY POOLING THEIR RESOURCES, THEY DID IT.

IN SEVEN YEARS, WORKING TOGETHER, GROCERY STORE SALES INCREASED 15%.

THE TOTAL MARKET ALSO INCREASED 10% BY 1956. THOSE WERE CONSIDERED/SIGNIFICANT GAINS IN THE THEN HIGHLY-COMPETITIVE MARKETPLACE.

1956 ALSO MARKED THE YEAR IN WHICH FOUR TEA COUNCIL PARTNERS INCREASED THEIR TOTAL COMMITMENT BY ALMOST 50% - - BRINGING FUNDS AVAILABLE FOR EXTERNAL COMMUNICATIONS UP TO SOME \$1.4 MILLION DOLLARS - - THE EQUIVALENT OF \$7 MILLION IN 1991 DOLLARS.

19 YEARS LATER, IN 1975, WE WERE SPENDING SIGNIFICANTLY LESS FOR TEA COUNCIL PROMOTIONAL ACTIVITIES, BUT THE TEA MARKET HAD GROWN TO 160.4 MILLION POUNDS/UP 50% OVER THAT PERIOD. HOWEVER -

TEN YEARS LATER, IN 1985, THE TEA MARKET WAS UP ONLY 10%. WE THINK THE REAL QUESTION IS WHERE DO WE WANT OUR INDUSTRY TO BE IN 1995? AND YEAR 2000?

HOW DO WE WANT OUR COMPETITORS TO VIEW THE TEA INDUSTRY? I'M GOING TO COME BACK TO THIS POINT AT THE END OF THE PRESENTATION TODAY.

IN THE SHORTER-TERM WE BEGAN AS A COMMITTEE IN LATE 1989 AND DURING 1990 AND '91, LAUNCHED A COMMUNICATIONS PROGRAM DESIGNED TO BEGIN THE PROCESS OF REINFORCING AND ENHANCING THE CONSUMER'S POSITIVE PERCEPTIONS OF TEA -

POSITIONING TEA AS AN INHERENT AND RELEVANT PART OF A CONTEMPORARY LIFESTYLE. AS THE BEST REFRESHMENT BEVERAGE CHOICE FOR TODAY'S FUN, ACTIVE, HEALTHY LIFESTYLE. TARGETING THE PRIMARY PURCHASER AND SERVER OF TEA - WOMEN 30+.

AS JOE SIMRANY INDICATED, WE ARE MOVING FORWARD...WITH A FRESH PERSPECTIVE. SHARPENING/CONVEYING A CONSISTENT IMAGE AND MESSAGE IN EVERYTHING THAT WE DO.

THIS YEAR, WE STARTED BUILDING MOMENTUM ON ALL COMMUNICATION FRONTS. MARTY KUSHNER AND RICK KUNDRAT HAVE TOLD YOU OF OUR ADVANCES IN HEALTH AND FOODSERVICE. OUR COMMUNICATION TO THE CONSUMER WAS EQUALLY AGGRESSIVE - - CONVEYING THE MESSAGE ON TEA TO SOME 100 MILLION CONSUMERS. LET'S TAKE A LOOK AT WHAT'S BEEN HAPPENING.
(VIDEO '91 PORTION - - 2 MINUTES)

(VIDEO ENDS. MAC CHAIRMAN BEGINS):

IN 1992 WE WILL INCREASE THE REACH OF OUR COMMUNICATIONS EFFORT AS WELL AS THE FREQUENCY OF IMPRESSIONS AMONG THE TARGET GROUP.

WE WILL INCREASE THE REACH BY:

- * LAUNCHING NEW PRINT, BROADCAST & MERCHANDISING TACTICS
- * CONTINUING EFFORTS THAT HAVE PROVED SUCCESSFUL AND COST-EFFECTIVE
- * IMPLEMENTING CO-OP MARKETING OPPORTUNITIES
- * AND UTILIZING NEW CHANNELS OF DISTRIBUTION FOR OUR MEDIA VEHICLES.

WE WILL INCREASE THE FREQUENCY OF IMPRESSION BY:

- * REPEATEDLY TARGETING HIGH CDI MARKETS
- * UTILIZING TACTICS THAT PROVIDE FOR CONSISTENCY OF MESSAGES
- * AND ENCOURAGING THE SUPPORT OF CONSUMER INFLUENCERS, FOOD EDITORS AND LIFESTYLE COLUMNISTS.

HERE'S A VERY BRIEF LOOK AT WHAT WE'LL BE DOING. (VIDEO - - '92 PORTION).

(VIDEO ENDS. MAC CHAIRMAN BEGINS):

THE COMMUNICATION PROGRAM UTILIZES SEVERAL MAJOR VEHICLES.

WE BELIEVE ONE OF THE MOST IMPORTANT ASPECTS OF THE PROGRAM IS OUR SPOKESPERSON AND THE EVENTS SHE

PARTICIPATES IN AROUND THE COUNTRY. MARIE RAMA HAS BEEN WITH US NOW FOR TWO YEARS. SHE IS A PROVEN MEDIA PROFESSIONAL, HAVING ACTED AS SPOKESPERSON FOR OTHER MAJOR ORGANIZATIONS AND BRANDS. SHE DOES AN EXCEPTIONAL JOB OF CONVEYING THE MESSAGE OF TEA AS PART OF THE LIFESTYLE OF THE '90's.

WE ARE DELIGHTED TO HAVE MARIE WITH US TODAY!

PLEASE GIVE A WARM WELCOME TO MARIE RAMA.

-- -- MARIE ENTERS STAGE

(RUSS COMES BACK ON STAGE)

WE THINK MARIE DOES AN EXCELLENT JOB IN CONVEYING THE CONTEMPORARY LIFESTYLE MESSAGE AND THE NATURAL FIT FOR TEA AS THE BEVERAGE CHOICE FOR THE 90's.

WHAT WE'VE SHOWN YOU TODAY IS THE CONTINUATION OF A SOLID PUBLIC RELATIONS CAMPAIGN THAT WE BELIEVE POSITIONS TEA VERY POSITIVELY AND CAPITALIZES ON THE MANY INHERENT BENEFITS OF THIS GREAT BEVERAGE.

BUT WE KNOW THAT ITS NOT ENOUGH -

IT IS CERTAINLY NOT ENOUGH TO TAKE ADVANTAGE OF THE REAL OPPORTUNITY - TO CAPITALIZE ON OUR COLLECTIVE KNOWLEDGE OF TEA AND THE POSITIVE CONSUMER FEELINGS ABOUT TEA. THIS IS THE AREA WHERE WE WILL BE SPENDING OUR TIME DURING 1992. THE CONSUMER MARKETING COMMITTEE IN COLLABORATION WITH OUR FOODSERVICE AND TEA & HEALTH COMMITTEE COUNTERPARTS WILL BE STRIVING THROUGHOUT 1992

TO CHALLENGE OURSELVES AND THE BOARD OF DIRECTORS OF BOTH THE COUNCIL AND THE ASSOCIATION TO DEVELOP THE VISION FOR THE NEXT DECADE.

WE BELIEVE THAT TEA CONSUMPTION WILL GROW TREMENDOUSLY DURING THE NEXT DECADE. WE ALSO BELIEVE THAT THIS GROWTH SHOULD BE DRIVEN BY THE COMPANIES REPRESENTED IN THIS ROOM. BUT WITH ALL THE NEW COMPETITION OUR ABILITY TO LEAD THIS GROWTH WILL DEPEND ON OUR CREATIVE SPIRIT AND WILLINGNESS TO INVEST IN INNOVATION FOR THE FUTURE.

YOUR MARKETING ADVISORY COMMITTEE WILL WORK HAND-IN-HAND WITH THE HEALTH COMMITTEE TO ENSURE THAT THE HEALTH MESSAGE ON TEA IS COMMUNICATED TO THE CONSUMER IN A MOST EFFECTIVE AND PRUDENT MANNER. AND WITH THE FOODSERVICE COMMITTEE TO ENSURE CONSISTENCY OF MESSAGE TO THE CONSUMER - AND WE WILL WORK WITH BOTH OF THESE IMPORTANT COMMITTEES TO DEVELOP THE VISION FOR PUTTING THE TEA INDUSTRY AT THE FOREFRONT OF GROWTH IN THE TOTAL BEVERAGE CATEGORY.

WE INVITE YOUR PARTICIPATION, YOUR INPUT AND YOUR COMMITMENT TO THAT EFFORT.

Item #11 - Attachment (e)

1991 OVERVIEW OF HEALTH ASPECTS OF TEA COMMITTEE ACTIVITIES

92 JUN 31 03:01

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Good morning ladies and gentlemen,

This has been a year of progress. When I addressed this Convention last November, I outlined our plans for the first International Tea Symposium which was to be held in March of 1991, in New York City. This Symposium was sponsored by both the Tea Council and Tea Association of the U.S.A. and was held under the auspices of the American Health Foundation. Fifty-nine people from different nations attended for the presentation of nineteen papers on tea and human health. The Symposium commenced on Sunday evening with a reception hosted by the Consul General of India, Rajendra Rai, in whose debt we remain, and ran for two and one-half days, culminating in a final session held at the American Health Foundation facilities in Valhalla, New York. Our Scientific Advisory Panel, consisting of Doctors Christakis, Basset, Gingsberg and Weisburger, served as Chairmen of the Symposium's major topic areas. These were: The clinical and public health aspects of tea, methylxanthines, tea and cardiovascular disease, and tea and carcinogenesis. Important conclusions surfacing from the Symposium were:

- 1) Caffeine found in tea has no significant negative public health implications.
- 2) There is evidence suggesting that tea consumption may reduce the risk of cardiovascular disease.
- 3) Research that has been conducted in green tea suggests that its consumption can reduce the development of cancers of the skin, colon, lung, esophagus and liver.
- 4) The role of tea as a healthy beverage has not yet been recognized by the medical and scientific communities.
- 5) Additional research needs to be conducted to confirm tea's role in human health, especially in black tea.

In August, the American Chemical Society also held a Symposium in New York City. Six of the scientists who presented papers at our Symposium were also presentors at this Symposium. The focus was on the polyphenols found in green tea that are potential anticarcinogens. The first Symposium generated significant positive health publicity for tea. The second added foundation and further publicity for tea's possible health benefits. I think it would be fair to say that we have begun to build awareness about tea's benefits with leading health influentials. These opinion-molding experts help filter the story to the public, who are, after all, our tea consumers. Major national and key market newspapers such as U.S.A. Today, The New York Times and The Detroit Free Press carried the story. Fifty-five articles appeared in publications with a circulation of seventeen and one-half million, having a pass-through readership of forty-three and one-half million.

Shortly, I will show you three video segments. One will highlight our International Tea Symposium; another will show how New York network T.V. news covered the American Chemical Society's Symposium of August. The third is a video newsrelease of our Symposium which we produced and sent to two-hundred T.V. stations. So far, eighty-nine telecasts have resulted with 80 percent being on network-affiliated stations, reaching an estimated total audience of four and one-half million. The fact that most of the broadcasts appeared on network-affiliated T.V. is a good barometer for the importance and credibility of tea's possible health benefits and to the sound, careful approach we've taken to begin to promote our messages.

Several important ancillary benefits have resulted from our Symposium. The scientists who attended from the United Kingdom were impressed and excited about what they saw and heard. Back home, they transmitted their enthusiasm to their Technical and Packer Committies, which, I am told, will result in their funding a scientific experiment to determine whether black tea consumption

can lower cholesterol levels. A number of scientists at our Symposium met each other for the first time and had no knowledge that the other was doing similar research. With limited funds available for research, there are now better opportunities for collaboration. Towards this end, Dr. Phil Coggin has periodically been issuing a Tea Science Newsletter which keeps those scientists informed of developments in the field of tea and human health. We have also made available to the scientific community a common source of a black tea blend for use in future tea research.

Generally, we were extremely pleased with the results of the Symposium. China and Japan conducted the research into tea as a potential anticarcinogen. They used green tea in their research since both countries are green tea consumers; however, eighty percent of the world's consumption is virtually all in black tea, and it is obvious that research in black tea is sorely needed.

I commented last year that it was virtually impossible for the U.S. Tea Industry to carry the financial burden of this research. As I told you earlier, we are fortunate that the U.K. will help in shouldering some of this expense. Many of you know that our Tea Association, acting as Industry Advisors to the Department of Commerce at the F.A.O. meetings in Rome, has been advocating that the F.A.O. apply to the common fund for monies to conduct research into black tea. Joe Wertheim and I were the Industry Advisors at this month's meeting. We are pleased to report that the plenary session has agreed to place a proposal before the common fund during the first half of next year. This proposal will seek funding for a combined project of research into the health benefits of black tea and a generic campaign which will promote these benefits. If funding is approved and the program progresses, everyone would stand to gain. The demand for tea would improve, prices for producers would be more remunerative and tea drinkers the world over would enjoy a healthier lifestyle.

Before we show the videos, I want to thank Steve Wheeler, Phil Coggon, and Ron and Pam Phipps for working so diligently to make our first International Tea Symposium the success that it was.

SHOW VIDEO

Our Committee's objective for 1992 is to continue to earn credibility for the tea and human health message. We have to capitalize on the equity which we are beginning to build with the scientific and health professional communities as well as with the health media. We must work with them and through them, so that they can responsibly and credibly convey tea's health message to the public.

Tea Council of the U.S.A., Inc.Report of the TreasurerFor the 11 Months Ended November 30, 1991

	Actual To 11/30/91	Budget To 11/30/91	1991 Approved Budget
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$1,458,492</u>	<u>\$1,458,492</u>	<u>\$1,458,492</u>
<u>Receipts:</u>			
U.S.A. Trade Contributions	\$ 713,074	\$ 848,000	\$ 925,000
U.S.A. Trade Observer Contributions			--
Producing Countries' Contributions	242,510	360,715	393,507
<u>11 Months Due Received</u>			
Indonesia \$ 179,937	\$ 98,148		
Kenya 96,891	52,850		
Sri Lanka 80,112	87,394		
Tanzania 3,775	4,118		
1990 Producing Countries' Contributions	9,087		
Producing Countries' Observer Contrib	10,000	5,000	5,000
<u>Annual Received</u>			
Malawi \$ 5,000	\$ 5,000		
China 5,000			
Interest	38,976	92,000	100,000
Total Receipts	<u>\$1,013,647</u>	<u>\$1,305,715</u>	<u>\$1,423,507</u>
<u>Expenditures:</u>			
Tea Council Activities - Approved/Proposed			
<u>Approved</u>			
Administrative (Net)	\$ 506,651	\$ 526,364	\$ 555,040
Consumer Publicity & Approved Council Projects	1,408,293	1,435,963	1,473,033
<u>Uncommitted</u>			393,926
Total Expenditures	<u>\$1,914,944</u>	<u>\$1,962,327</u>	<u>\$2,421,999</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$ 557,195</u>	<u>\$ 801,880</u>	<u>\$ 460,000</u>

<u>Tea Council Administrative</u>	<u>Actual To 11/30/91</u>	<u>Budget To 11/30/91</u>	<u>1991 Approved Budget</u>
101 Salaries	\$ 228,492	\$ 227,225	\$ 240,625
105 Employees' Pension, Taxes & Ins.	55,186	50,000	54,280
110 Travel & Expenses	3,340	12,500	15,000
115 Office Supplies & Expenses	20,831	19,750	22,200
120 Rent & Maintenance	85,120	94,800	100,800
125 Furniture & Equipment	50,568	50,000	50,000
130 Insurance & Sundry Expenses	56,255	54,400	55,000
132 Legal & Accounting Fees	17,378	20,250	30,700
135 Exhibits & Presentations	2,924	5,000	5,000
140 Misc. Dev. of Ideas, Sketches, etc.	5,000	5,000	5,000
150 Tea Convention	<u>80,483</u>	<u>87,000</u>	<u>\$ 87,000</u>
Total Administrative	\$ 605,577	\$ 625,925	\$ 665,605
501 Less Fee Paid by Tea Association	<u>(98,926)</u>	<u>(99,561)</u>	<u>(110,565)</u>
Net Administrative	<u>\$ 506,651</u>	<u>\$ 526,364</u>	<u>\$ 555,040</u>
201-701 Approved Council Projects	<u>\$1,408,293</u>	<u>\$1,435,963</u>	<u>\$1,473,033</u>
Total	<u><u>\$1,914,944</u></u>	<u><u>\$1,962,327</u></u>	<u><u>\$2,028,073</u></u>

<u>Consumer Publicity Reports</u>	<u>Actual To 11/30/91</u>	<u>Budget To 11/30/91</u>	<u>1991 Approved Budget</u>
201 Salaries	\$ 36,121	\$ 36,105	\$ 39,405
210 Pension, Taxes & Insurance	11,995	11,995	13,085
212 Travel & Expense	5,175	6,600	6,600
215 Special Services	8,850	9,600	9,600
220 Publications	3,714	5,200	5,200
225 Photographs	20,290	22,500	22,500
230 Clippings, Radio & TV Reports	3,635	6,000	6,500
235 Publicity Mailings & Materials	49,981	56,500	56,500
240 TV & Radio Publicity	6,500	5,200	6,500
250 Speakers' Bureau	<u>2,237</u>	<u>4,500</u>	<u>5,000</u>
Total	<u>\$ 148,498</u>	<u>\$ 164,200</u>	<u>\$ 170,890</u>

Health Aspects of Tea

301 Scientific Advisory Panel	\$	\$	\$
305 Fluid Balance Paper		--	--
310 Publication of Literature Review		--	--
315 Animal Study (Cholesterol)	--	--	
320 International Tea & Health Seminar	188,576	191,000	191,000
325 Research Grants	4,000	4,000	4,000
330 Publicity Programs	<u>89,541</u>	<u>86,000</u>	<u>86,000</u>
Total	<u>\$ 282,117</u>	<u>\$ 281,000</u>	<u>\$ 281,000</u>

	Actual To 11/30/91	Budget To 11/30/91	1991 Approved Budget
<u>Foodservice Campaign</u>			
401 Advertising Space	\$ 309,574	\$ 306,870	\$ 306,870
405 Creative Development	27,331	17,500	17,500
407 Production	58,594	100,483	100,983
410 Iced Tea - Operator Research	28,955	32,500	32,500
415 Iced Tea Merchandising			00
420 Printing	53,908	31,160	31,160
422 Hot Tea Direct Mail Campaign	4,965		00
425 Retainer/Account Management	26,000	27,500	31,500
430 POS Fulfillment	17,456	20,000	20,000
435 Public Relations	6,179	6,000	6,000
440 Meetings & Tea Convention		5,000	5,000
445 Foodservice Industry Survey		2,500	2,500
450 Tea World		.. --	00
499 Contingency	2,205	--	14,130
Total	<u>\$ 535,167</u>	<u>\$ 549,513</u>	<u>\$ 568,143</u>
 <u>Other Projects</u>			
601 Tea World	<u>\$ 3,000</u>	<u>\$ 3,000</u>	<u>\$ 3,000</u>

<u>Public Relations Program</u>	<u>Actual To 11/30/91</u>	<u>Budget To 11/30/91</u>	<u>1991 Approved Budget</u>
701 Public Relations (FCS) (1990 Account for All Expense)			
705 Retainer	\$ 121,000	\$ 121,000	\$ 132,000
710 Press Kits/Postage Misc.	26,110	17,750	18,500
715 Spokesperson	69,000	67,500	67,500
720 Syndic. News. Mat	13,172	13,000	13,000
722 VNR,Popcorn,Health&Home	116,444	125,600	125,600
725 Syndic. Radio	7,502	7,700	7,700
730 Tea Tips/Updates	975	975	975
732 National Survey	10,000	10,000	10,000
735 2 Wire Photos	2,042	4,000	4,000
740 Media Tour	49,018	49,000	49,000
742 AHEA Convention	5,373	3,400	3,400
745 AWRT (Women-Radio&TV)	2,100	2,325	2,325
750 NAB (Broadcast Conv.)			
752 Satellite Tour			
755 Contingency	<u>16,775</u>	<u>16,000</u>	<u>16,000</u>
Total	<u>\$ 439,511</u>	<u>\$ 438,250</u>	<u>\$ 450,000</u>