



Townshend's Tea Company and Columbia Distributing Partner to Expand Brew Dr. Kombucha in Pacific NW

PORLAND, Oregon (May 7, 2015) – Townshend's Tea Company has selected Columbia Distributing to expand its Brew Dr. Kombucha in Oregon and Washington. The 100% raw, certified USDA Organic craft brew is made with Townshend's organic teas, organic herbs and organic sugar and has already become a top-selling kombucha brand in many Pacific Northwest grocery chains.

"Kombucha is the perfect mix of artisan crafted iced tea with the fizz of a soda and the health benefits of a probiotic wellness tonic," said Matt Thomas, founder of Townshend's Tea Company. "As more people reach for kombucha as a daily drink, partnering with Columbia gives us the ability to present our products to a very wide audience while simultaneously lowering our price point and raising our level of service to retailers."

As Brew Dr. Kombucha prepares to expand sales through Columbia Distributing, it's also entering the final stages of a \$2.5 million expansion to its production facility in Portland, Oregon. The increase in facility size and distribution will further propel Brew Dr. Kombucha to the top of the fast-growing health beverage category.

"The kombucha segment is forecast to reach \$500 million in retail sales this year," said Bill Hammack, director of non-alcoholic beverage sales at Columbia Distributing. "It's an incredibly competitive market; we see Brew Dr. Kombucha as having the business model and delicious product to win over a large audience. We're thrilled to be working with them."

Brew Dr. Kombucha is available in eight flavors: Clear Mind, Nutritonic, Superberry, White Rose, Spiced Apple, Lemon Ginger Cayenne, Love and Just Ginger.

About Townshend's Tea Company

Townshend's Tea Company began as a college project at the University of Oregon in 2002. The idea was to bring together a casual college campus-style coffeehouse atmosphere with top-grade loose leaf tea. That idea has grown into five teahouses in Oregon and Montana as well as the growth of the company's Brew Dr. Kombucha brand. Each batch of Brew Dr. Kombucha is delicately crafted from the same teas served at Townshend's Teahouses, and every bottle hosts billions of live and active probiotic cultures. For more information, visit www.brewdrkombucha.com.

About Columbia Distributing

Columbia Distributing is one of the nation's finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has distributed some of the best known brands in the beverage business since 1935. Today Columbia Distributing and its 2,500+ employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon and Washington. The company's success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers' needs. This is achieved by providing ongoing, sustainable opportunities and growth for its employees, customers, suppliers, shareholders and communities. For more information, visit www.coldist.com.

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