

## Haggen Food & Pharmacy Takes on Reed's Culture Club Kombucha

Haggen Food & Pharmacy has authorized four flavors of Reed's Culture Club Kombucha in all 32 of its Haggen and Top Food and Drug stores in the Oregon and Washington markets.

According to Los Angeles-based Reed's Inc., its kombucha—fermented, probiotic organic teas—is the No. 2 selling line in the country. It is sold in more than 5,000 locations.

Chris Reed, founder and CEO of Reed's, said, "Our new Reed's Culture Club Kombucha authorization with Haggen Food & Pharmacy reflects our commitment and success in expanding our kombucha into the mainstream marketplace. Our Haggen authorization strengthens our distribution and presence in this growing functional juice and tea category."



Reed's also makes the top-selling natural sodas in the natural foods industry. Its six award-winning non-alcoholic Ginger Brews are unique in the beverage industry by virtue of being brewed, not manufactured, and using fresh ginger, spices and fruits in a brewing process that predates commercial soft drinks. Reed's also owns the top-selling root beer line in natural foods, the Virgil's Root Beer product line, and the top-selling cola line in natural foods, the China Cola product line. In 2012, the company launched Reed's Culture Club Kombucha line of organic live beverages. Rounding out its product line are Reed's Ginger Candies and Reed's Ginger Ice Cream, as well as private labels.