



## Steaz Announces Health Benefits of Steaz® Energy the Premier Smart, Natural and Clean Energy Drinks

*Green tea based beverage company addresses industry questions in recent news article about the safety, health and benefits of choosing its natural energy drinks*

(Doylestown, Pa.) – Steaz, the innovation leading USDA Organic, Fair Trade Certified™ green-tea based beverage company, has smart energy drink options that contain healthy levels of naturally occurring **plant based** caffeine and added vitamins to stimulate the mind, body and soul. Steaz Energy provides a clean source of energy to consumers. Unlike other, non-organic energy drinks, Steaz contains nature’s most balanced stimulants and sustainably sourced ingredients such as guarana berries, green tea, rainforest grown yerba mate, and nutritionally enhanced further with acai.

Michael Hill of the Associated Press explains, “As energy drink sales soar like a caffeine-fueled rocket, more drinks are promoting organic ingredients, added juices, natural caffeine and something called “clean” energy” (<http://bigstory.ap.org/article/energy-drinks-go-natural-market-buzzes-along>, July 1, 2013, The Associated Press). Fortified with acai and a boost of B vitamins, Steaz Energy provides a natural “buzz” consumers can actually feel good about.

Recently, there has been purposed controversy amongst regulators about the caffeine levels in energy drinks. “The Food and Drug Administration in April said it would investigate the safety of caffeine added to snacks and gum and its affects on children and adolescents” says Hill (<http://bigstory.ap.org/article/energy-drinks-go-natural-market-buzzes-along>, July 1, 2013, The Associated Press).

Steaz accurately and voluntarily discloses its caffeine content on all Energy drink labels and ensures **these levels are** healthy and effective. “There is a broad range of caffeine levels and sources in everything caffeinated from chocolate, to coffee, to energy drinks,” explains Steaz co-founder Steven Kessler. “We promote natural and organic sources of caffeine and nutrition and ask consumers to educate themselves about what they are drinking. Steaz encourages all energy drink manufacturers to do the same with open and accurate product labeling.”

The Mayo Clinic suggests a moderate dose of caffeine (**up to 300 milligrams**) isn’t harmful for a healthy adult; caffeine is noted to increase alertness and the ability to concentrate. At 100 milligrams of naturally occurring caffeine per 12 ounce can, Steaz Energy is on the low end of the spectrum, especially when compared to 240 milligrams of caffeine in a 12 ounce coffee from the leading coffee chain or 128 milligrams in the same size unnatural energy drink with added caffeine.

*Steaz® Energy highlights include:*

- Plant sourced caffeine: green tea, yerba mate and guarana berries



- All-natural
- Gluten free
- Vegan
- Flavors: Orange, Berry and Super Fruit are USDA Organic, Zero Calorie Berry is not

*In addition, Steaz offers an E-Shot that is:*

A convenient 2.5 ounce energy shot boosted with natural stimulants and super fruits. Containing 150 mg of clean, plant-based caffeine, the Steaz E-Shot is a delicious berry flavor with only 35 calories. Steaz E-Shot highlights include:

- 150 mg natural caffeine
- USDA organic
- Gluten free
- Vegan
- Flavors: Berry

**About Steaz ([www.steaz.com](http://www.steaz.com))**

Steaz makes natural USDA Certified Organic and Fair Trade Certified™ Steaz Iced Teaz, Sparkling Green Teas and Steaz Energy drinks and shots. According to SPINSscan Natural (compiler of Natural channel grocery data), Steaz is the best-selling organic energy drink brand in U.S., based on total dollar sales. Steaz is sold nationwide in Whole Foods Markets and other natural, specialty, and retail grocery stores. Founded in 2002, Steaz company culture is steeped in triple bottom-line business practices focused on the core values of People, Planet & Profits for its Fair Trade farmers. Steaz is a subsidiary of Healthy Beverage Company based in Doylestown, Pa. For more information visit [steaz.com](http://steaz.com)

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