



## Kombucha Update Tuesday, 8/31/2010

### **Here is the latest information on the brands affected:**

- **Celestial Seasonings**  
Items will be reformulated as rapidly as possible to assure compliance with labeling requirements. There is no ETA for reformulated product.
- **GT's / Millennium**  
GT's anticipates issuing a statement and an FAQ sheet to the trade as soon as possibly later today to clarify their upcoming plans and positioning for the launch of an above .5% alcohol line (code named AP5) and the later launch of a below .5% alcohol line (code named BP5). Presently, GT's is not manufacturing or distributing any product.  
Please note that UNFI does not presently hold the necessary licenses to distribute an above .5% product line from any of our DC's. UNFI sales teams will be informed should we be able to carry alcoholic items in the future.
- **Katalyst**  
New machinery to support reformulated production process scheduled to be in place end of August. Production to resume after new lines are installed.
- **High Country**  
Company has reformulated, and is shipping UNFI new product. Limits on supply are impacting our ability to meet demand for this line. Latest word is UNFI will not receive any new shipments of product for over three weeks.
- **Honest Tea**  
Product reformulation has been completed. Honest is not able to keep up with demand. Next delivery to UNFI is slated for mid-September.
- **Kombucha Botanica**  
Company has completed the reformulation process. Co-packer is having issues that may delay their planned mid-September reintroduction.
- **Pronatura**  
No information on go-forward approach by the supplier is available presently. Supplier has provided no planned course of action to return product to distribution.
- **Vibranz**  
Reformulated product has been back in the marketplace for over a month. Supplier is not able to meet current high demand for product, and expects to short orders through September. Vibranz has informed us they anticipate greater availability of product in October.