

Lion grows non-alcoholic offering with acquisition of Teza Iced Teas

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Sitting alongside the likes of GoodBuzz Kombucha, Hopt and Mac's Soda, Teza will join Lion's growing non-alcoholic division, Drinks Collective, which earlier this month also announced a new strategic partnership with flavoured sparkling water start-up, Vista.

Teza Iced Teas is part of the Greenstone Drinks Company and was the first real-brewed iced tea in New Zealand. The product is made with batch brewed organic leaf tea, fruit juices and botanicals. Sold in 325ml glass bottles, the brand offers several unique flavours including Feijoa & Lime Blossom and Lemon & Mandarin.

Lion's Drinks Collective will take full control of the Teza brand and associated assets, with the founders, Joe Gehrke and Daphne Raj, now living in Australia where they are focused on growing their company, Greenstone Drinks Co. They will still be involved in the brand via an agreement which will see them distribute Teza for Lion in the Australian market through Greenstone Drinks Co.