

Milo's Tea targets \$1Bn in retail sales by 2027

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Milo's Tea Company, Inc., a family-owned and certified women-owned business known for crafting delicious teas and lemonades with high-quality, real ingredients, announced that it is projecting over \$1 billion in retail sales by 2027. This milestone positions Milo's as a breakout player among CPG beverage brands.

The announcement comes on the heels of the opening of Milo's fourth manufacturing and distribution facility, a \$200 million, state-of-the-art site in Spartanburg, S.C., that will employ approximately 200 associates when fully staffed. Spartanburg marks the company's third new facility in five years and brings its total manufacturing footprint to four locations nationwide.

This expanded footprint has enabled Milo's to scale rapidly, growing from 50 to nearly 1,000 associates in the past decade. Over the same period, the company has more than tripled its size and expanded its retail reach to more than 55,000 locations across all 50 states. Milo's beverages are now carried by leading retailers, including Whole Foods, Walmart and Sam's Club, Kroger, Target, Dollar General, Wegman's, H-E-B, and Publix.

As of this year, Milo's has also secured the highest household penetration (HHP) in the category, at twice the rate of the category average¹, and is the only brand in the category to grow household penetration year over year, increasing HHP 102 per cent since 2020.