



# P R E S S   R E L E A S E

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## **Adrenalin creates packaging bold enough to match new DAZBOG tea blends**

**DENVER** - When the DAZBOG Coffee Company was ready to bring a new series of invigorating loose-leaf tea blends to market, it turned to Adrenalin, the Brand Expansion Team™ to create a bold, eye-catching tin container that would look like no other tea packaging on any shelf.

DAZBOG's strength as a brand is its rich Russian connection. Adrenalin captured that feel by creating a bright red tin container with Russian words on the sides and a big white star on the lid. Adrenalin also altered the DAZBOG Coffee logo, inserting the word "Tea" to keep the company's distinctive marks consistent. Combining all of those elements, there is no mistaking the DAZBOG tea line.

To capitalize on the bold new packaging, Adrenalin also created a series of posters and outdoor advertisements that DAZBOG has used for promotion of the new teas in DAZBOG's stores and in an outdoor campaign throughout the Denver area.

"DAZBOG's tea series is a very non-traditional, out-of-the-ordinary, exceptional product. Our challenge was to come up with packaging that was just as daring that would immediately connect the consumers to the brand and its Russian heritage," said Adrenalin Principal & Creative Director, Dan Price. "The instant somebody sees or picks up a DAZBOG tea tin, they realize 'this is no ordinary tea.'"

"Adrenalin was the innovator behind the development of the DAZBOG brand. Their understanding of our vision combined with their ability to bring products to life through invigorating graphic design has set us apart from the competition." We recognize the value of a great partnership, said DAZBOG CEO, Anatoly Yuffa, and will continue to lean on Adrenalin.

The DAZBOG tea line launched in the second quarter of 2010, with a variety of 25 different tea infusions, and is available at all DAZBOG stores, participating King Soopers and Vitamin Cottage stores.

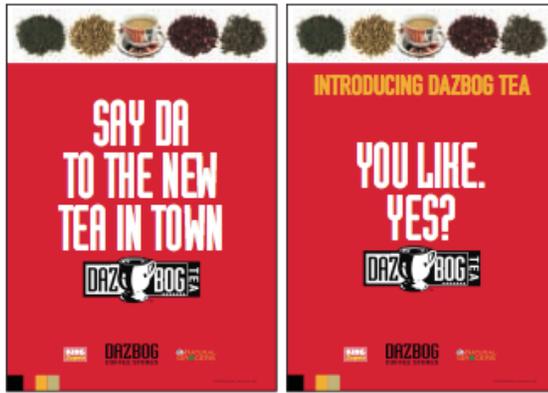
### **About Adrenalin, Inc., The Brand Expansion Team™**

Adrenalin, Inc., founded in 1997, is a full-service Brand Expansion agency, specializing in the sports and recreation industries. Adrenalin's experience from successfully and innovatively working with major league properties across the nation has been key to the Denver agency becoming a leader in sports-specific branding. This branding experience, combined with a deliberate, straightforward and creative approach, enables Adrenalin to produce results that increase revenues.

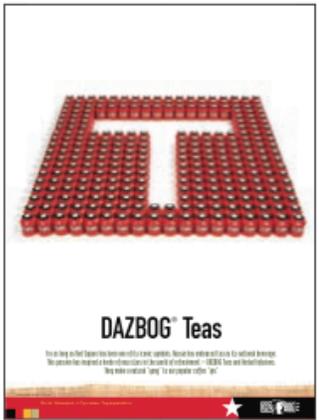
For more information about Adrenalin, visit [www.GoAdrenalin.com](http://www.GoAdrenalin.com).



DAZBOG Packaging (China and Tin)



DAZBOG Outdoor



DAZBOG Theme Poster



DAZBOG Promo Poster