

## A Maritime Classic

Maritime Canadians know good tea when they taste it and their standards are very high. In fact, they drink 40% more tea than other Canadians on average. And the number one selling tea in the Maritimes is King Cole!

Try King Cole and see for yourself! You and your friends will enjoy...



### KING COLE

*A Better Tasting Cup Of Tea!*

## Meet John Morse

In 1870 John understood Nova Scotians took their tea seriously. He developed the Morse's blend to suit their tastes.

Barbours has maintained the quality blend John created and we pack Morse's in quality gauze tea bags.



John Morse  
Circa 1852

**Morse's - Canada's Oldest Tea Blend!**

## Going Ga-Gauze!



King Cole and Morse's pack their famous blends in gauze tea bags. Hot water flows freely through this woven fabric to bring the full-bodied flavour to every sip. Ask any knowledgeable tea drinker to compare the gauze tea bag and the paper tea bag. You'll see an instant appreciation for this value added process.

## All in Good Taste!



Desmond McCarthy is one of Canada's two full-time professional tea tasters.

His tea parties take place at G.E. Barbour Inc. in Sussex, New Brunswick where Des has been tasting Barbour teas since 1985.

## Guaranteed!

*We've removed the caffeine, but not the taste!*

We are so confident you will like King Cole decaffeinated tea, our guarantee is on every box!



## Made in New Brunswick

Sussex, New Brunswick is where it all takes place! G.E. Barbour has been blending tea since 1867, and we have been here in Sussex since 1966.

**We love tea!**

## Less Caffeine

*Tea has less caffeine too! On average, an 8 ounce cup has only 70 mg of caffeine, compared with 125 mg in a cup of coffee.*

And, it is well known that black tea is as beneficial to your health as green tea. The best part of tea as a health tonic is its price. Next to water, tea is the most inexpensive beverage you can drink.



## Yes, Tea Is Good For You!

Did you know that tea drinkers who have three cups or more a day, are 19 per cent less likely to suffer from cardiovascular disease? Wow! Studies have shown that tea drinkers have lower rates of cholesterol, heart disease and cancer too. Tea is also an "all-natural beverage," with zero calories when taken without milk or sugar.

## Fortified with Flavonoids

Tea has rapidly been gaining the reputation as a health drink due to its high flavonoid content. It's possible to get flavonoids from many foods, but tea is an especially good source. The antioxidant properties of flavonoids prevent your cells from being damaged from molecules.

That helps prevent damage to arteries that can result in heart attacks.