

7-Eleven launches Southland Reserve cold brew tea lineup

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7-Eleven, the world's largest convenience retailer, unveils Southland Reserve, an exclusive new private-label drink designed to honour the brand's rich heritage in the form of a delicious beverage. 7-Eleven has teamed up with AriZona Beverages to introduce a new line of cold brew teas crafted to deliver bold flavours with a smooth, refreshing taste. Since 1927, 7-Eleven has been at the forefront of innovation – bringing customers what they want, when and where they want it, from the first self-serve soda fountain to coffee in to-go cups.

Today, 7-Eleven is continuing this legacy of innovation with the introduction of Southland Reserve and its four refreshing cold brew tea flavours: Sweet Tea, Unsweet Tea, Peach Tea and Lemon Tea. Available at 7-Eleven, Speedway and Stripes stores nationwide, this new beverage line pays tribute to the company's origin story as the world's first convenience store, founded in 1927 as Southland Ice Company, under Southland Corporation, before the 7-Eleven name was coined in 1946. The Southland Reserve Cold Brew tea packaging design even pays tribute to 7-Eleven's rich history, featuring imagery inspired by a 1950s-era photo of the convenience store, giving a visual reminder of the brand's deep-rooted legacy in convenience retail.

The beverage lineup features a diverse range of flavour profiles that satisfy every customer, regardless of their preference. Whether they like the classic sweetness of Sweet Tea, the refreshing taste of Unsweet Tea, the fruity twist of Peach Tea or the tangy zest of Lemon Tea – there is something for everyone.