

Saint James Iced Tea Launches Organic Yerba Mate Beverage Range

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The new organic beverage line delivers three bold flavors, 150mg of natural caffeine, and a national campaign featuring Jack Hughes, Victor Cruz, and Isabela Rangel Grutman



Saint James Iced Tea announced the launch of Saint James Yerba Mate, the brand's first beverage line outside its existing portfolio of organic iced teas. The launch expands Saint James Iced Tea into the growing yerba mate category while maintaining the brand's focus on clean, organic ingredients and premium flavor.

Now on shelves, Saint James Yerba Mate is available in three flavors – Mango Passionfruit, Raspberry Lemon, and Strawberry Tangerine – which contain 150mg of natural caffeine, 20-25 calories, and just 3- 4 g of sugar per 16oz bottle. To create the beverage, leaves from the yerba mate plant (*Ilex paraguariensis*) are ethically sourced in South America, where yerba mate has been traditionally consumed and cherished for centuries. Saint James Yerba mate is certified organic, non-GMO, and contains a natural trifecta of caffeine, polyphenols (plant-based antioxidants), and theobromine, a naturally occurring compound also found in cacao. Together, these compounds provide a smooth source of long-lasting natural caffeine.

"Our consumers already turn to Saint James as part of their daily routine, so creating a more functional option was the next logical step," said Brenden Cohen, co-founder and co-CEO of Saint James Iced Tea. "Saint James Yerba Mate delivers the same quality and taste our customers expect from us, now with a more substantial amount of natural caffeine."

To introduce the new beverage line, Saint James Iced Tea is launching the brand's first multi-celebrity national marketing campaign featuring NHL star Jack Hughes, former NFL player and media personality Victor Cruz, and entrepreneur and creative Isabela Rangel Grutman. The campaign, shot by Yulia Gorbachenko and set design by Nicholas Des Jardin, is a visual exploration of distinct personas, disciplines, and defining moments expressed through the everyday momentum that powers them. Set in a world where chaos exists but control prevails, it captures the steady, never-shaky focus powered by Saint James Yerba Mate.

"We're thrilled to be partnering with Isabela, Victor, and Jack for this launch," said Saint James Iced Tea co-founder and co-CEO Brad Neumann. "Everyone's day looks different, and so does the role Yerba Mate plays in it. Whether they're training at the gym, leading business meetings, running to parent-teacher conferences, or simply getting through a busy

day, our partners are all drinking Saint James to power them through their packed schedules – and that's what connects them."