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FOR IMMEDIATE RELEASE

**Red Diamond's William A. Bowron, Jr. Elected
'22 – '24 Tea Association of the US Chairman**

Red Diamond® Coffee & Tea President & CEO Bill Bowron has been elected to serve as Chairman of the Tea Association of the United States for the 2022-2024 term. Mr. Bowron previously served the association twice as chairman (in 1999 – 2000 and 2014 – 2017). He has served as a board member for a total of 18 years, and was twice editor of the association's Recommendations For the Preparation of Iced and Hot Tea, jointly issued by the Tea Association of the U.S.A., Inc. and the National Restaurant Association.

The Tea Association of the United States is the governing entity and representative for tea manufacturers and practices. The association's primary activities involve governmental relations, which include working with the FDA and other entities throughout the world to set agricultural guidelines (IE: for pesticides, etc.).



"I am honored to be asked once again to help lead our industry in these challenging times. Next to water, tea is the most widely consumed beverage in the world, and I look forward to being a part of the industry's growth in the coming years," says Bowron.

Red Diamond, founded in 1906, is a Birmingham-based beverage company serving retail customers and foodservice operators across the United States. Mr. Bowron is a member of the founding family's fourth generation, and his father — William A. Bowron Sr. — also served the Tea Association as a board member.

The association's board is comprised of fellow tea companies and allied products. Collectively, the organization represents approximately 70% of tea sold in the United States.

“The tea industry is poised to generate growth based on tea’s healthfulness, its great taste, and its accessibility,” stated Peter F. Goggi, President of the Tea Association. “It’s always gratifying to have executives willing to step up in voluntary roles to help guide and lead our industry to new levels of success. Bill’s passion for tea is contagious and I look forward to working with him during his tenure as Chairman.”

Mr. Bowron is a University of Virginia graduate, and holds a graduate degree in banking from the Stonier School of Banking. He has worked at Red Diamond since 1991, and has served as President since 1992, CEO since 2006, and Chairman of the Board since 2008.

About Red Diamond Coffee & Tea

Red Diamond is one of Alabama’s oldest and most respected family-owned companies, and the second oldest coffee and tea company continuously owned and operated by the same family in the United States. The company was among the first suppliers of instant coffee, and at one time was the single largest supplier in the world.

Red Diamond was also the first company in the U.S. to:

- use decaffeinated tea
- use completely sealed tea bags
- use the complete Goglio brick-pack technology in coffee production
- manufacture with a complete Scolari coffee and tea plant

Red Diamond’s superior products are available in fine hotels, restaurants, offices, institutions and homes across the United States. Products the company offers range from its staple ready-to-drink iced teas, carton tea and retail coffee, to premium open-brew tea, specialty and single-origin coffees, cold brew coffee and flavored tea offerings for foodservice.

For more information about Red Diamond and its history, visit www.reddiamondbevservice.com

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