

News monitored for: Pepsi - Corporate

BrandLine



Cold refresher

PepsiCo and Hindustan Unilever have launched Lipton Ice Tea in India. It is available in two variants: Green Tea in Mint and Lemon flavour; and Black Tea in Lemon flavour. It is made of tea leaves, sugar and natural fruity flavours. The ready-to-drink tea is available in the PET format in modern trade outlets in the top 28 Indian cities. A 350 ml PET bottle is priced Rs 25.