

JUST ICE TEA

GLASS BOTTLE

Packaging Experts at Zuckerman Honickman Brew Up Sales Success for Just Ice Tea

When it came time to launch Just Ice Tea, Co-Founder Seth Goldman knew that the best way to move forward quickly was to go straight back — to a trusted packaging partner.

Seth Goldman co-founded Honest Tea in 1998 with a commitment to organic, fair trade, and sustainable sourcing. The brand gained widespread popularity and was acquired by a major beverage company in 2011. When the brand was discontinued in 2022, consumers and organic tea suppliers rallied, urging Goldman not to let this natural beverage category disappear. This support inspired Goldman to launch Just Ice Tea, continuing his mission to offer sustainably sourced beverages.

Goldman's first move was to reconnect with Zuckerman Honickman, a TricorBraun Company, which provides innovative packaging solutions to established and entrepreneurial brands. During the launch of Honest Tea, Goldman saw firsthand what set Zuckerman Honickman apart: their power to identify and leverage the best sourcing partners coupled with deep industry expertise to anticipate and meet their customer's packaging needs.

"Like many startups, we faced countless constraints launching Honest Tea — from securing distribution and shelf space while operating with limited financial resources."

"Zuckerman Honickman helped us overcome many obstacles, building the foundation for a strong partnership and a supportive team that felt like family,"
said Goldman.



"Given the deep partnership we had with Zuckerman Honickman over the course of building Honest Tea, they were among the first calls I made when we decided to launch Just Ice Tea."

In June 2022, Goldman and his team approached Zuckerman Honickman with the **ambitious goal of getting Just Ice Tea on store shelves by September.**

"At a time when challenges of the COVID-19 pandemic still plagued global supply chains, Goldman needed reassurance that Zuckerman Honickman could not only identify, procure, and deliver a packaging solution that protected the product but also provide one that reflected the brand's identity and consumer preferences," said Adam Dorfman, Director of Strategic Accounts, Zuckerman Honickman. "This process had to be done in record time, and our team has always been committed to meeting any challenge."

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To date, over 40 million bottles of Just Ice Tea have been sold, making it the top-selling tea in the natural channel, according to Goldman:

"It was a great collaborative accomplishment."

**– SETH GOLDMAN,
Co-Founder, Just Ice Tea**

Goldman's vision for Just Ice Tea was to offer a high-quality product with a premium look and feel that resonated with his sustainability-minded consumer base. Zuckerman Honickman was able to provide glass as the ideal choice because it can be infinitely recyclable, is perceived as a more premium and cleaner packaging option and enhances the sensory experience. Additionally, Just Ice Tea aimed to minimize its carbon footprint as part of its overarching sustainability goals.

"By leveraging our strong relationships, even amid challenging supply chain conditions, we quickly secured production of a 16-ounce glass bottle and a 38-millimeter cap, completing the first run in August and, in turn, meeting Seth's accelerated launch timeline," said Dorfman. "To further support Just Ice Tea's goal of minimizing its carbon footprint, we engaged our U.S.-based suppliers on both the West and East coasts."

Zuckerman Honickman also anticipated a need to maintain inventory levels and support future production as the product expanded its distribution. To address this, they worked with many of the same bottling plants with which they had established successful relationships during the Honest Tea launch.

Zuckerman Honickman's Diverse Capabilities and Industry Expertise Enable Just Ice Tea To Achieve Launch Goals

Goldman emphasized that Zuckerman Honickman moves "at our pace and are incredibly accommodating because of our longstanding partnership, truly understanding the challenges that startups face.

Their robust relationships, efficient warehouse and inventory structure, and commitment to superior service were instrumental in overcoming all obstacles.

When there was a minor problem with the bottle cap lining, Zuckerman Honickman swiftly resolved the issue, keeping the launch on track."

Just Ice Tea also enlisted Zuckerman Honickman to source an aluminum format for its 12-ounce cans designed for consumers on the go, which launched in 2023.

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"The depth and breadth of the company's sourcing capabilities have greatly enhanced our efficiencies, enabling us to offer Just Ice Tea in glass and aluminum formats," said Goldman.

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