

ESTTA Tracking number: **ESTTA486639**

Filing date: **08/01/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Nestle Waters North America, Inc.
Granted to Date of previous extension	08/01/2012
Address	900 Long Ridge Road Building 2 Stamford, CT 06902 UNITED STATES

Attorney information	R. Charles Henn, Jr. Kilpatrick Townsend 1100 Peachtree Street Suite 2800 Atlanta, GA 30309-4528 UNITED STATES cjames@kilpatricktownsend.com, chenn@ktslaw.com, aljones@ktslaw.com, tadmin@ktslaw.com, lcrumbley@ktslaw.com, lvictor@ktslaw.com Phone:404-815-6500
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Applicant Information

Application No	85448932	Publication date	04/03/2012
Opposition Filing Date	08/01/2012	Opposition Period Ends	08/01/2012
Applicant	Beverage Marketing USA, Inc. 60 Crossways Park Drive West Woodbury, NY 11797 UNITED STATES		

Goods/Services Affected by Opposition

Class 030. First Use: 2006/03/15 First Use In Commerce: 2006/03/15
All goods and services in the class are opposed, namely: ICED TEA-BASED BEVERAGES, NAMELY, BEVERAGES HAVING A BLEND OF ICED TEA AND FRUIT JUICE

Grounds for Opposition

The mark is merely descriptive	Trademark Act section 2(e)(1)
Genericness	Trademark Act section 23

Attachments	2012-08-01 Notice of Opposition Half and Half.pdf (4 pages)(112690 bytes) 2012-08-01 Notice of Opposition Half and Half - Exh 1.pdf (2 pages)(129047 bytes) 2012-08-01 Notice of Opposition Half and Half - Exh 2p1.pdf (19 pages)(1370706 bytes) 2012-08-01 Notice of Opposition Half and Half - Exh 2p2.pdf (10 pages
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)(5633269 bytes) 2012-08-01 Notice of Opposition Half and Half - Exh 2p3.pdf (9 pages)(5427902 bytes) 2012-08-01 Notice of Opposition Half and Half - Exh 2p4.pdf (13 pages)(7600535 bytes) 2012-08-01 Notice of Opposition Half and Half - Exh 2p5.pdf (12 pages)(9460095 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/R. Charles Henn, Jr./
Name	R. Charles Henn, Jr.
Date	08/01/2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Nestle Waters North America, Inc.,)	
)	
Opposer,)	
)	Opposition No. _____
v.)	
)	
Beverage Marketing USA, Inc.,)	Serial No. 85/448932
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer, Nestle Waters North America, Inc., believes that it will be harmed and damaged by Application Serial No. 85/448932 filed by Applicant, Beverage Marketing USA, Inc. (“Beverage Marketing”), and opposes the same. The grounds for opposition are as follows:

1. Nestle Waters North America, Inc. (“Opposer”) is a Delaware corporation with its principal place of business at 900 Long Ridge Road, Building 2, Stamford, Connecticut 06902. Nestle Waters, itself and through its affiliated and subsidiary companies such as Sweet Leaf Tea Company (“Sweet Leaf Tea”), is a leading producer of beverages.

2. Beverage Marketing USA, Inc. (“Applicant”) is a New York corporation with its principal place of business at 60 Crossways Park Drive West, Woodbury, New York 11797.

3. On October 17, 2011, Applicant filed Application Serial No. 85/448932 (the “Application”) to register the term “half & half” as a mark. The Application was published in the *Official Gazette* on Mar 14, 2012. As published, the Application covers “iced tea-based beverages, namely, beverages having a blend of iced tea and fruit juice” in Class 46.

4. Through Sweet Leaf Tea, Opposer has used the term “half & half” in a descriptive and/or generic manner in connection with beverages consisting of a half-and-half blend of iced

tea and lemonade, for many years. An example of Opposer's use of "half & half" on blended beverages packaging is attached as **Exhibit 1**.

5. On May 1, 2012, Opposer filed a Request for Extension of Time to Oppose the Application (Dkt. 7), which the Board granted until August 1, 2012 (Dkt. 8).

6. On May 2, 2012, Opposer filed a Letter of Protest against the Application, emphasizing the lack of distinctiveness and generic nature of the phrase "half & half" for a beverage which contains a half-and-half mixture of iced tea and fruit juice.

7. On information and belief, widespread use exists in the industry of the phrase "half & half" (or "half and half") on blended beverages. Other companies that use "half & half" on blended beverages filed similar Letters of Protest, including Dr. Pepper Snapple Group, Conopco, Inc., and R. C. Bigelow, all stressing that "half & half" is a merely descriptive or generic term for the goods described in this Application.

8. Examining Attorney Boagni cited extensive evidence of third-party use of "half & half" in a highly descriptive or generic fashion in the April 12, 2012 Final Office Action. The Examining Attorney issued a final §2(e) refusal to register Applicant's similar "Half & Half Iced Tea Lemonade" applications (Serial Nos. 85/308401 and 85/308502). The pervasive examples of third-party use of "half & half" apply equally to the Application here. This extensive use indicates that the beverage industry and consumers use "half & half," or its equivalent "half and half," to refer to or describe a drink consisting of a half-and-half blend of iced tea and fruit juice (often lemonade). A true and correct copy of the Final Office Action for Application No. 85/308401 is attached as **Exhibit 2**.

9. The term "half & half" is a generic term for a half and half blend of iced tea and fruit juice and is incapable of serving as a source identifying function. "Half & half" for

beverages merely informs purchasers that the underlying goods are of a certain type, namely a beverage consisting of a half-and-half blend of two different types of beverages. The term “half & half” is not a protectable mark, but rather an unprotectable generic name for the goods described in the Application. As such, the term “half & half” is ineligible for registration as a mark.

10. In the alternative, the term “half & half” is a merely descriptive term for a blend of iced tea and fruit juice. The proposed mark lacks acquired distinctiveness and therefore is ineligible for registration as a mark.

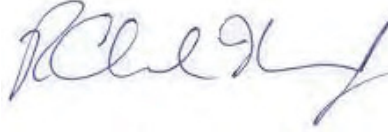
11. On information and belief, the mark appears to have been approved for publication on the Principal Register under §2(f) based solely on Applicant’s statement that the mark enjoyed “substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.” However, Applicant has not enjoyed “substantially exclusive” use in commerce, and numerous third parties have used the term “half & half” to merely describe a half-and-half beverage.

12. Opposer will be damaged by registration of the term “half & half” by Applicant because it would jeopardize Opposer’s continued use of the term “half & half” in connection with its half-and-half blend of iced tea and fruit juice.

13. The filing fee in the amount of \$300.00 is enclosed. The Commissioner is authorized to debit the deposit account of Kilpatrick Townsend LLP (deposit account No. 20-1430) for any deficiency in the required fee.

Opposer requests that the Board refuse registration of the term underlying Application Serial No. 85/448932 and that this Opposition be sustained in favor of Opposer.

Respectfully submitted,



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Attorneys for Opposer
Nestle Waters North America, Inc.

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION was served on counsel for Applicant on August 1, 2012, via first class mail to:

Lisa B. Lane
Fox Rothschild LLP
P.O. Box 5231
Princeton, NJ 08543-5231



Louie Crumbley, Paralegal

EXHIBIT 1



EXHIBIT 2

To: Beverage Marketing USA, Inc. (ipdocket@foxrothschild.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85308401 - HALF & HALF
ICED TEA LEMONADE - T36388 US
Sent: 4/12/2012 7:45:47 PM
Sent As: ECOM114@USPTO.GOV

Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
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Attachment - 37

Attachment - 38

Attachment - 39

Attachment - 40

Attachment - 41

Attachment - 42

Attachment - 43

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 85308401

MARK: HALF & HALF ICED TEA LEMONADE

85308401

CORRESPONDENT ADDRESS:

LISA B. LANE
FOX ROTHSCHILD LLP
PO BOX 5231
PRINCETON, NJ 08543-5231

CLICK HERE TO RESPOND TO THIS LETTER:

http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICANT: Beverage Marketing USA, Inc.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

T36388 US

CORRESPONDENT E-MAIL ADDRESS:

ipdocket@foxrothschild.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 4/12/2012

THIS IS A FINAL ACTION.

This office action is in response to the applicant's correspondence of March 21, 2012.

The refusal under Section 2(d) is withdrawn.

Section 2(e)(1) Refusals of Mark: Merely Descriptive or Generic, in the Alternative

The applicant applied to register the mark HALF & HALF ICED TEA LEMONADE for ice tea-based beverages, namely, beverages having a blend of ice tea and lemonade.

Whether the mark is generic or descriptive, the claim of acquired distinctiveness is not acceptable to overcome the refusal in this case, for the reasons addressed below.

Mark is Merely Descriptive

The refusal under Trademark Act Section 2(e)(1) because the mark is merely descriptive is now made FINAL for the reasons set forth below. *See* 15 U.S.C. §1052(e)(1); 37 C.F.R. §2.64(a).

The mark in this case is merely descriptive of the ingredients or a feature or characteristic of the goods. A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987). Moreover, a mark that identifies a group of users to whom an applicant directs its goods and/or services is also merely descriptive. TMEP §1209.03(i); *see In re Planalytics, Inc.*, 70 USPQ2d 1453, 1454 (TTAB 2004).

The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the “documents” managed by applicant’s software, not “doctor” as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of “computer programs recorded on disk” where relevant trade used the denomination “concurrent” as a descriptor of a particular type of operating system). “Whether consumers could guess what the product is from consideration of the mark alone is not the test.” *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

“A mark may be merely descriptive even if it does not describe the ‘full scope and extent’ of the applicant’s goods or services.” *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004) (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001)); TMEP §1209.01(b). It is enough if the term describes only one significant function, attribute or property. *In re Oppedahl*, 373 F.3d at 1173, 71 USPQ2d at 1371; TMEP §1209.01(b).

Generally, a mark that merely combines descriptive words is not registrable if the individual components retain their descriptive meaning in relation to the goods and/or services and the combination results in a composite mark that is itself descriptive. TMEP §1209.03(d); *see, e.g., In re King Koil Licensing Co. Inc.*, 79 USPQ2d 1048, 1052 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of beds, mattresses, box springs and pillows where the evidence showed that the term “BREATHABLE” retained its ordinary dictionary meaning when combined with the term “MATTRESS” and the resulting combination was used in the relevant industry in a descriptive sense); *In re Associated Theatre Clubs Co.*, 9 USPQ2d 1660, 1663 (TTAB 1988) (holding GROUP SALES BOX OFFICE merely descriptive of theater ticket sales services because such wording “is nothing more than a combination of the two common descriptive terms most applicable to applicant’s services which in combination achieve no

different status but remain a common descriptive compound expression"). Only where the combination of descriptive terms creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the goods and/or services is the combined mark registrable. *See, e.g., In re Colonial Stores, Inc.*, 394 F.2d 549, 551, 157 USPQ 382, 384 (C.C.P.A. 1968). In this case, both the individual components and the composite result are descriptive of applicant's goods and/or services and do not create a unique, incongruous or nondescriptive meaning in relation to the goods and/or services. Specifically, the mark immediately conveys to consumers that applicant's beverages are composed of half iced tea and half lemonade.

Half and half means "something that is approximately half one thing and half another." <http://www.merriam-webster.com/dictionary/half-and-half>. See previously attached dictionary definitions of half and half. ICED TEA is a beverage which is a form of cold tea. See previously attached Wikipedia articles and on-line dictionary definitions. LEMONADE is a drink of sweetened lemon juice and water. See previous attached definition. The specimen describes the beverage as a "combination of half iced tea and half lemonade." Thus, when viewed in combination the mark immediately and accurately conveys that applicant's beverages are a combination of half lemonade and iced tea.

Applicant argues that the fact that its mark identifies a single source is "unquestionable." Respectfully, there is ample evidence of use of "half and half" or its equivalent to describe tea/lemonade drinks by competitors, those in applicant's industry, and the general public. Attached are representative on-line articles and articles from the LEXIS website showing use of "half and half" in connection with iced tea lemonade drinks (including articles well before applicant's near ten years of use of the phrase). For example please note the following excerpts:

"**Half and half**, a mixture of iced tea and lemonade, is an interesting cold drink I'd never tried." Mollie Busbey, *Pasatiempo*, Santa Fe New Mexican (New Mexico), Oct. 4, 1996, Pg. 56.

"... andwhen I ordered a '**half & half**' the waitress knew just what I meant. A blend of sweet tea and puckery lemonade, the **half & half** is as bewildering as it is good..." *Catfish Redux; BARROW'S CATFISH & SEAFOOD RESTAURANT in Harvey offers more options than the catfish-obsessed sister location near Earhart Boulevard*, Gambit Weekly, Oct. 19, 2004, Pg. 55. (Emphasis added).

"When we lived in North Carolina, people favored iced tea and lemonade together, a '**half-and-half**' as they called it in Charlotte." Jennifer Ekman, *Iced Tea Party*, Mobile Register (AL), Aug. 8, 2007, 01 Ed., D, Pg. 1. (Emphasis added).

"Honest Tea recently released (in March) a **half and half** beverage that combines tea and lemonade." <http://www.confessionsofanover-workedmom.com/2010/08/honest-tea-organic-half-half.html>. See attached. (Emphasis added.)

"... Owens revealed during Natural Products Expo East that he is also extending the brand into the tea space with the launch of a line of **half-and-half** tea and lemonade blends." <http://www.bevnet.com/news/2011/hansens-beverages-goes-half-and-halfway>. See attached. (Emphasis added.)

Thus, the record establishes that HALF & HALF is readily understood to refer to a drink comprised of lemonade and tea – the precise type of goods at issue in this case. There is no thought or imagination

required to determine exactly what the goods are – a beverage that is half tea, half lemonade. The precise and exact nature of the goods is conveyed by the mark and would be readily understood by any consumer seeking a drink that was a tea and lemonade mix.

There is also a clear competitive need for others in the industry to use the wording of applicant's mark. As the currently and previously attached evidence demonstrates, myriad competitors, ranging from tea companies, restaurants, or prepared drink makers, use the words "half & half," "half and half" or its equivalent to refer to beverages which are comprised in equal part of two beverages, commonly tea and lemonade. For example, attached are web pages showing use by Lipton ("LIPTON® Half & Half Tea Lemonade"), Snapple ("Diet Snapple Half 'n Half"), Sweet Leaf, Joe Tea, Nantucket Nectars, Steaz, and Honest Tea. According to one competitor's site, "...this delicious new **half & half** will delight your taste buds as it powers you forward." http://www.newleafbrands.com/products/halfhalf_tiger.php. Emphasis added. Tea and lemonade mixes and tea bags are offered by Bigelow, Celestial Seasonings, and Wegman's grocery stores using the wording "half & half" or "half and half." Applicant argues that the use of half and half (or its equivalent) by competitors is merely an infringement of its prior rights. However, it is not only competitors who refer to tea and lemonade beverages as half and half as demonstrated by the attached representative LEXIS and on-line articles.

Applicant argues that half & half references a dairy product. Descriptiveness is considered in relation to the relevant goods and/or services. The record clearly demonstrates that half and half is also used to refer to particular beverages comprised of half tea and lemonade. The fact that a term may have different meanings in other contexts is not controlling on the question of descriptiveness. *In re Chopper Indus.*, 222 USPQ 258, 259 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591, 593 (TTAB 1979); TMEP §1209.03(e).

The applicant also argued that HALF & HALF ICED TEA LEMONADE is not found in any dictionary. The fact that a descriptive word or term is not found in the dictionary is not controlling on the question of registrability. *In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110 (Fed. Cir. 1987); *In re Orleans Wines, Ltd.*, 196 USPQ 516 (TTAB 1977); TMEP §1209.03(b).

Applicant's response submitted online via the Trademark Electronic Application System (TEAS) indicates that an attachment or attachments were provided ("copies of referenced dictionary searches). However, no attachment appears in the electronic record. Applicant is responsible for ensuring that attachments are in fact submitted and for providing attachments in a format acceptable to the Office. *See, e.g.*, TMEP §§301, 804.05 (regarding requirements for attachments for electronic filing). To make the attachments a part of the application record, applicant must resubmit them. Applicant is encouraged to do so using TEAS; alternatively applicant may use regular mail. TMEP §904.02(a). Please note that the record must be complete prior to any appeal.

Based on the foregoing, the mark in this case, when viewed in connection with the goods, is at a minimum, merely descriptive of a feature, characteristic or ingredient of the goods. Applicant's claim of acquired distinctiveness is in effect a concession that the mark sought to be registered is merely descriptive of applicant's goods and/or services. *In re Leatherman Tool Group, Inc.*, 32 USPQ2d 1443, 1444 (TTAB 1994).

Alternative Refusal: Mark is generic under Section 2(e)(1)

In the alternative, the refusal under Trademark Act Section 2(e)(1) because the mark at issue is generic is now made FINAL for the reasons set forth below. *See* 15 U.S.C. §1052(e)(1); 37 C.F.R. §2.64(a).

In addition to being merely descriptive, the applied-for mark appears to be generic in connection with the identified goods and, therefore, incapable of functioning as a source-identifier for applicant's goods. *In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110 (Fed. Cir. 1987); *In re Pennzoil Prods. Co.*, 20 USPQ2d 1753 (TTAB 1991); see TMEP §§1209.01(c) *et seq.*, 1209.02(a). Under these circumstances, neither an amendment to proceed under Trademark Act Section 2(f) nor an amendment to the Supplemental Register can be recommended. See TMEP §1209.01(c).

Registration is refused because the applied-for mark is generic for applicant's goods. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(c) *et seq.*, 1209.02(b). Thus, as discussed below, applicant's claim of acquired distinctiveness under 15 U.S.C. §1052(f) is insufficient to overcome the refusal because no amount of purported proof that a generic mark has acquired secondary meaning can transform it into a registrable trademark. See *In re Bongrain*, 894 F.2d 1316, 1317 n.4, 13 USPQ2d 1727, 1728 n.4 (Fed. Cir. 1990); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986); TMEP §1212.02(i). Such a designation cannot become a trademark under any circumstances.

A two-part test is used to determine whether a designation is generic:

- (1) What is the class or genus of goods and/or services at issue?; and
- (2) Does the relevant public understand the designation primarily to refer to that class or genus of goods and/or services?

In re 1800Mattress.com IP LLC, 586 F.3d 1359, 1363, 92 USPQ2d 1682, 1684 (Fed. Cir. 2009) (quoting *H. Marvin Ginn Corp.*, 782 F.2d at 990, 228 USPQ at 530); TMEP §1209.01(c)(i).

The mark in this case is HALF & HALF ICED TEA LEMONADE. The evidence of record shows that the wording "HALF & HALF," or its equivalent "half and half," means a particular type of drink combining half lemonade and half iced tea. (See attached definition of ampersand showing that & is the equivalent of "and.") Definitions of iced tea and lemonade have also been made of record to establish that these words identify particular types of beverages. The identification is "ICED TEA-BASED BEVERAGES, NAMELY, BEVERAGES HAVING A BLEND OF ICED TEA AND LEMONADE"; therefore, the genus or class for the identified goods is beverages made of a blend of tea and lemonade. The wording "HALF & HALF ICED TEA LEMONADE" is essentially the apt name for the class or genus of the goods. The relevant public would understand this designation to refer primarily to that class or genus of goods because the mark immediately and precisely identifies to consumers that the goods are half and half drinks made of ice tea and lemonade. Consumers encountering the mark will know exactly what the goods are.

Evidence of substantial third-party use of the wording in the mark has been made of record, including multiple pictures of bottles for half & half drinks with such wording on the label. Generic terms are terms that the relevant purchasing public understands primarily as the common or class name for the goods and/or services. TMEP §1209.01(c); see *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1344, 57 USPQ2d 1807, 1810 (Fed. Cir. 2001); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986). Generic terms are by definition incapable of indicating a particular source of the goods and/or services, and cannot be registered as trademarks and/or service marks; doing so "would grant the owner of the mark a monopoly, since a competitor could not describe his goods as what they are." *In re Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 828 F.2d 1567, 1569, 4 USPQ2d 1141, 1142 (Fed. Cir. 1987); see TMEP §1209.01(c). Here, the proposed mark would give an

applicant a monopoly, prohibiting competitors from describing what their half and half beverages are.

A word or term that is the name of a key ingredient, characteristic or feature of the goods and/or services can be generic for those goods and/or services and thus, incapable of distinguishing source. A term does not need to be the name of the goods and/or services to be found incapable of serving as an indicator of origin. *In re Sun Oil Co.*, 426 F.2d 401, 165 USPQ 718 (C.C.P.A. 1970) (holding CUSTOM BLENDED generic for gasoline); *In re Helena Rubenstein, Inc.*, 410 F.2d 438, 161 USPQ 606 (C.C.P.A. 1969) (holding PASTEURIZED generic for face cream); *Roselux Chem. Co. v. Parsons Ammonia Co.*, 299 F.2d 855, 132 USPQ 627 (C.C.P.A. 1962) (holding SUDSY generic for ammonia); *In re Eddie Z's Blinds & Drapery, Inc.*, 74 USPQ2d 1037 (TTAB 2005) (holding BLINDSANDDRAPERY.COM generic for online retail store services featuring blinds, draperies and other wall coverings); *In re Candy Bouquet Int'l, Inc.*, 73 USPQ2d 1883 (TTAB 2004) (holding CANDY BOUQUET generic for "retail, mail, and computer order services in the field of gift packages of candy"); *In re Reckitt & Colman, N. Am. Inc.*, 18 USPQ2d 1389 (TTAB 1991) (holding PERMA PRESS generic for soil and stain removers); *In re Ricci-Italian Silversmiths, Inc.*, 16 USPQ2d 1727 (TTAB 1990) (holding ART DECO generic for flatware); *In re Hask Toiletries*, 223 USPQ 1254 (TTAB 1984) (holding HENNA 'N' PLACENTA generic of ingredients for hair conditioner); *A.J. Canfield Co. v. Honickman*, 808 F.2d 291, 1 USPQ2d 1364 (3d Cir. 1986) (holding CHOCOLATE FUDGE generic for diet sodas); see TMEP §§1209.01(c) *et seq.*

Based on the identification of goods, ICED TEA and LEMONADE merely identifies the types of beverages which are combined to form the goods. The applicant has disclaimed this wording, which merely identifies the common name of the beverages provided. The deletion of the wording "and" between the words does not put into doubt what the goods are. Rather, the fact that these terms follow the word HALF & HALF only further solidifies their meaning and impression on consumers that the product is a drink made of a mixture of half iced tea and half lemonade.

The applicant argued that HALF & HALF is not generic for the goods at issue, but instead identifies a particular type of dairy product. The applicant also argued that there are no dictionary definitions for the mark as a whole. However, the evidence of record clearly indicate generic use of the wording "HALF & HALF" (or its equivalent of half and half) by competitors and the general public to refer to a drink made of half tea and lemonade. Attached are representative on-line articles and articles from the LEXIS website showing use of "half and half" in connection with iced tea lemonade drinks (including articles well before applicant's near ten years of use of the phrase). For example please note the following excerpts:

"**Half and half**, a mixture of iced tea and lemonade, is an interesting cold drink I'd never tried." Mollie Busbey, *Pasatiempo*, Santa Fe New Mexican (New Mexico), Oct. 4, 1996, Pg. 56.

"... andwhen I ordered a '**half & half**' the waitress knew just what I meant. A blend of sweet tea and puckery lemonade, the **half & half** is as bewildering as it is good...." *Catfish Redux; BARROW'S CATFISH & SEAFOOD RESTAURANT in Harvey offers more options than the catfish-obsessed sister location near Earhart Boulevard*, Gambit Weekly, Oct. 19, 2004, Pg. 55. (Emphasis added).

"When we lived in North Carolina, people favored iced tea and lemonade together, a '**half-and-half**' as they called it in Charlotte." Jennifer Ekman, *Iced Tea Party*, Mobile Register (AL), Aug. 8, 2007, 01 Ed., D, Pg. 1. (Emphasis added).

"Honest Tea recently released (in March) a **half and half** beverage that combines tea and lemonade." <http://www.confessionsofanover-workedmom.com/2010/08/honest-tea->

[organic-half-half.html](#). See attached. (Emphasis added.)

“... Owens revealed during Natural Products Expo East that he is also extending the brand into the tea space with the launch of a line of **half-and-half** tea and lemonade blends.”
<http://www.bevnet.com/news/2011/hansens-beverages-goes-half-and-halfway>. See attached. (Emphasis added.)

The record includes evidence of the same drinks using the wording at issue in the mark (e.g., LIPTON® Half & Half Tea Lemonade) and other related products, such as half and half mix, identified as “**HALF & HALF ICED TEA LEMONADE MIX**” (<http://www.4c.com/documents/whatsNew.html>), clearly showing the need for others to use the wording of the mark. See attached. Thus, as previously addressed, the record establishes that HALF & HALF means a drink comprised of half lemonade and tea – the precise type of goods at issue in this case. There is no thought or imagination required to determine exactly what the goods are – a beverage that is half tea, half lemonade. The precise and exact nature of the goods is conveyed by the mark and would be readily understood by any consumer seeking a drink that was a tea and lemonade mix. The mark conveys the genus or class of goods and would be recognized by consumers as doing so.

In the alternative, if the applied-for mark is ultimately determined not to be generic by an appellate tribunal, then registration is refused because the applied-for mark is merely descriptive of applicant’s goods and/or services as discussed above. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

Section 2(f) Claim with Respect to the Descriptiveness Refusal

The applicant submitted a claim of acquired distinctiveness based upon its substantially exclusive and continuous use of the mark for almost ten years. If the applied-for mark is ultimately determined to be merely descriptive and not generic, the Section 2(f) evidence is insufficient because of the greater degree of descriptiveness of the mark at issue.

Section 2(f) of the Act and 37 C.F.R. §2.41(b) state that reliance on a claim of five years’ use to establish acquired distinctiveness “may” be acceptable in “appropriate cases.” The USPTO may, at its option, require additional evidence of distinctiveness. Whether a claim of five years’ use will be deemed acceptable to establish that the mark has acquired distinctiveness depends largely on the nature of the mark in relation to the specified goods or services. TMEP §1212.05.

The amount of evidence necessary to establish secondary meaning varies – “the greater the degree of descriptiveness the term has, the heavier the burden to prove it has attained secondary meaning.” *In re Bongrain Int’l Corp.*, 894 F.2d 1316, 1317 n.4, 13 USPQ2d 1727, 1728 n.4 (Fed. Cir. 1990) (*citing* *Yamaha Int’l Corp. v. Hoshino Gakki Co.*, 840 F.2d 1572, 1581, 6 USPQ2d 1001, 1008 (Fed. Cir. 1988)).

Accordingly, for marks refused under §2(e)(1), whether the statement of five years’ use is sufficient in and of itself to establish acquired distinctiveness depends on the degree to which the mark is descriptive or misdescriptive. If the mark is highly descriptive or misdescriptive of the goods or services named in the application, the statement of five years’ use alone will be deemed insufficient to establish acquired distinctiveness. *See In re Noon Hour Food Prods., Inc.*, 88 USPQ2d 1172 (TTAB 2008) (finding, despite applicant’s claim of use in commerce for almost one hundred years, as well as an “inadvertently cancelled” seventy-year old registration for the mark BOND-OST for cheese, current evidence clearly showed the mark was generic for the goods, and assuming arguendo that BOND-OST is not generic, that

applicant had failed to establish acquired distinctiveness of the highly descriptive mark); *In re Crystal Geyser Water Co.*, 85 USPQ2d 1374 (TTAB 2007) (holding applicant's evidence of acquired distinctiveness, including a claim of use since 1990, sales of more than 7,650,000,000 units of its goods, and extensive display of its mark CRYSTAL GEYSER ALPINE SPRING WATER on advertising and delivery trucks and promotional paraphernalia, insufficient to establish that the highly descriptive phrase ALPINE SPRING WATER had acquired distinctiveness for applicant's bottled spring water); *In re Kalmbach Publ'g Co.*, 14 USPQ2d 1490 (TTAB 1989) (holding applicant's sole evidence of acquired distinctiveness, a claim of use since 1975, insufficient to establish that the highly descriptive, if not generic, designation RADIO CONTROL BUYERS GUIDE had become distinctive of applicant's magazines); *In re Gray Inc.*, 3 USPQ2d 1558, 1559 (TTAB 1987) ("[T]o support registration of PROTECTIVE EQUIPMENT [for burglar and fire alarms and burglar and fire alarm surveillance services] on the Principal Register a showing considerably stronger than a prima facie statement of five years' substantially exclusive use is required."). TMEP §1212.05(a). The applicant suggested that its mark has been used for a substantial length of time. However, please note the above cases where the Board rejected claims of even longer years of use where the mark was also highly descriptive, if not generic.

The burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 122 USPQ 372 (C.C.P.A. 1959); TMEP §1212.01. An applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin. The ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant's efforts, but applicant's success in educating the public to associate the claimed mark with a single source. TMEP §1212.06(b); see *In re Packaging Specialists*, 221 USPQ at 920; *In re Redken Labs., Inc.*, 170 USPQ 526 (TTAB 1971). The evidence of record in this case does not show that the public associates the mark at issue with a single source. The words ICED TEA LEMONADE immediately identify what the product is and does not point to a particular source, but instead identifies the type of drink – a combination of tea and lemonade. In light of the many competitors using the words half & half (or the equivalent thereof) in connection with the same goods, the evidence submitted by applicant also does not show that the public associates the mark HALF & HALF ICED TEA LEMONADE with only one source. The words "HALF & HALF" (or the equivalent) appear on most major competitors bottles, from Lipton to Snapple to Sweet Leaf and on. Consumers have repeatedly encountered this wording and the evidence of record shows that it has been used in the industry to identify a particular type of drink comprised of half lemonade and half tea.

More evidence is required where a mark is so highly descriptive that purchasers seeing the matter in relation to the named goods and/or services would be less likely to believe that it indicates source in any one party. See, e.g., *In re Bongrain Int'l Corp.*, 894 F.2d 1316, 13 USPQ2d 1727 (Fed. Cir. 1990); *In re Seaman & Assocs., Inc.*, 1 USPQ2d 1657 (TTAB 1986). However, no amount of purported proof that a generic term has acquired secondary meaning can transform that term into a registrable trademark. Such a designation cannot become a trademark under any circumstances. See *In re Bongrain*, 894 F.2d at 1317 n.4, 13 USPQ2d at 1728 n.4; *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986); TMEP §1212.02(i). Accordingly, due to the nature of the mark, the claim of acquired distinctiveness based on use of the mark in commerce does not serve to show that the mark points uniquely to one source.

Section 2(f) Claim in Connection with a Generic Mark

In the alternative, the Section 2(f) claim of acquired distinctiveness is not acceptable, because the mark is generic for the reasons articulated above. No amount of purported proof that a generic term has acquired

secondary meaning can transform that term into a registrable trademark. Such a designation cannot become a trademark under any circumstances. *See In re Bongrain*, 894 F.2d at 1317 n.4, 13 USPQ2d at 1728 n.4; *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986); TMEP §1212.02(i).

Options

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

- (1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or
- (2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of \$100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

/Mary Boagni/
Examining Attorney
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TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a

copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

108B8C

Time of Request: Thursday, April 12, 2012 14:39:23 EST
Client ID/Project Name:
Number of Lines: 45
Job Number: 1827:344621778

Research Information

Service: Terms and Connectors Search
Print Request: Selected Document(s): 2,6,96,248
Source: US Newspapers
Search Terms: lemonade iced tea

2. The Augusta Chronicle (Georgia), April 5, 2012 Thursday, ALL EDITION, APPLAUSE; Pg. 003, 934 words, THERE'S PLENTY TO DISCOVER IN DOWNTOWN AUGUSTA, Steven Uhles
Correspondent

CORE TERMS: BROAD, Augusta, downtown, sandwich, visitor, gallery, soul, favorite, wonder, beer, OOOLLEE, record store, FIREHOUSE, NACHO, BEAK, SKY, Zimmerman, Pub, underground, attraction, relatively, treasures, vintage, dressed, costume, behold, simple, venue, quiet, golf

... forgot - thankfully. Great sandwiches, superior soups and a **lemonade iced tea** that is incredibly refreshing have made this quiet lunch spot an ...

6. Florida Times-Union (Jacksonville), March 15, 2012 Thursday, Consumer Panel; Pg. D-2, 672 words, Cheese biscuits pass taste test; But some panelists say they'd prefer Bisquick brand to House-Autry, Ann J. Kelley

CORE TERMS: biscuit, cheese, taste, mix, flavor, Bisquick, texture, panel, drop, Times-Union, Swilley, rolled, gram, bread, ate, HOUSE-AUTRY, Carmine, Bailey, Masser, Adams, preserves, slightly, crumbly, prepare, dryness, grocery, supper, heated, muffins, tender

... Pretzel Pieces - Diet Snapple Half 'n Half **Lemonade Iced Tea** TASTE TEST PANEL MEMBERS WANTED If you would like to be one of the ...

96. Sunday News (Lancaster, Pennsylvania), June 19, 2011 Sunday, B; Pg. 5, 531 words, Jason O'malley: Rooted In Politics, Paula Wolf/ In The Spotlight, Lancaster, PA

CORE TERMS: Lancaster, com, Favorite, O'Malley, Truman

... always be found in my refrigerator: Turkey Hill **lemonade iced tea**. A gadget/device I can't live without: ...

248. The Arizona Republic (Phoenix), November 13, 2009 Friday, Final Chaser Edition, GILBERT

REPUBLIC 12; Pg. 16, 696 words, Mesa ranch Rockin' with 90-minute dinner and show, David M. Brown, Special for The Republic

CORE TERMS: Miziker, Mesa, Rockin', Disney, Ranch, Ron, Chorale, Howdy, Bobby, Kitty's, Dolan, Creek, locally, singing, troupe, spirit, mining, actors, theme

... Miss Kitty's Special Brew on the table -- a **lemonade/iced tea** mix. Sodas, coffee, beer and wine and cocktails are also available. " ...

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Time of Request: Thursday, April 12, 2012 14:47:33 EST

Client ID/Project Name:

Number of Lines: 136

Job Number: 1825:344623733

Research Information

Service: FOCUS(TM) Feature

Print Request: All Documents 3-6,10,12,16,20,21,26,27,33

Source: US Newspapers

Search Terms: half w/5 (lemonade w/5 iced tea)

Focus Terms: half w/5 (lemonade w/5 iced tea) and not palmer

3. The Cincinnati Enquirer (Ohio), July 20, 2011 Wednesday, LIFE, 350 words, Honestly, who would steal a \$1 iced tea?, By, Polly Campbell

CORE TERMS: honest, tea, Fountain, Los Angeles, Fusian, dropped, bottle, webcam, shop, noon

... Tuesday, Deborahlee Lewis of Harrison took a bottle of the **half iced tea-half lemonade**. She paid, just as everyone else did who came around the ...

4. The Baltimore Sun, June 1, 2011 Wednesday Correction Appended, FINAL EDITION, LOCAL; Pg. 1A, 1345 words, SPRING TURNS VERY, VERY HOT; SUMMER LOOKS TO BE COOLER THAN 2010, BUT HUMID, Frank D. Roylance, The Baltimore Sun

CORE TERMS: heat, temperature, humidity, hot days, Evans, forecast, com, air conditioning, Silverman, Pastelok, Jahari, Gray, forecasters, airport, asphalt, wait, Baltimore County, Lee Evans, National Weather Service's, air pollution, cold front, AccuWeather, Flanigan, Code, NOAA's, thunderstorms, long-range, typically, long-term, rowhouse

... formula for survival on hot days is a **half-and-half** mix of **lemonade and iced tea**. His crew of 12 men typically gets five 15- ...

5. Abilene Reporter-News (Texas), August 11, 2010 Wednesday, C; Pg. 16, 924 words, summer drink recipes offer tropical flair

CORE TERMS: juice, ice, glass, teaspoon, garnish, tall, blender, cherry, lemon, cups water, tablespoon, ginger, pour, tea bags, strawberries, smooth, sugar, mango, purée, mint, lime, ice cubes, club soda,

discard, chilled, crushed, filled, frozen, fruit, slice

... grenadine syrup (the sunrise) and ice. Top with ginger ale. **HALF AND HALF** Mix equal parts of **iced tea and lemonade**. Serve in a tall glass with ice and a ...

6. Corpus Christi Caller-Times, August 11, 2010 Wednesday, B; Pg. 18, 955 words, summer drink recipes offer tropical flair

CORE TERMS: juice, ice, glass, teaspoon, garnish, tall, tablespoon, blender, cherry, fruit, lemon, cups water, ginger, pour, tea bags, ice cubes, strawberries, smooth, frozen, sugar, mango, puree, mint, lime, club soda, yogurt, discard, chilled, crushed, filled

... grenadine syrup (the sunrise) and ice. Top with ginger ale. **HALF AND HALF** Mix equal parts of **iced tea and lemonade**. Serve in a tall glass with ice and a ...

10. Saginaw News (Michigan), July 23, 2010 Friday, D; Pg. 4, 1212 words, Summer drink recipes offer liquid refreshment with tropical flair

CORE TERMS: juice, ice, glass, fruit, teaspoon, garnish, puree, pour, sugar, tall, tablespoon, blender, ginger, cherry, lemon, cups water, ice cubes, frozen, syrup, tea bags, Blend, strawberries, tropical, lemonade, smooth, drink, mango, mint, lime, tea

... grenadine syrup (the sunrise) and ice. Top with ginger ale. **Half and Half** Mix equal parts of **iced tea and lemonade**. Serve in a tall glass with ice and a ...

12. Daily Record (Morristown, New Jersey), September 23, 2009 Wednesday, Pg. NaNMCWTW05, 663 words, Deli offers speed and friendly service to the neighborhood, BY RICH KNIGHT SPECIAL TO MCWTHISWEEK

CORE TERMS: Schmidle, sandwich, WICKER BASKET, salad, deli, Glenn, breakfast, counter, Mendham, Taylor, Ellen, atmosphere, shopping, they'll, sitting, chicken, freezers, shelves, cheese, menu, soda, shop, ham

... people who are familiar with the Wicker Basket come to get. "We have the **Half-and-Half**," Schmidle says, "**Half iced tea, half lemonade**. Kids line up in the morning to get them before they ...

16. St. Paul Pioneer Press (Minnesota), June 14, 2009 Sunday, SPORTS; Vikings; Daily Dose; Bob Sansvere, 739 words, E.J. Henderson talks, Bob Sansevere listens, Pioneer Press

CORE TERMS: favorite, sing, mom, 50 years, NFL, linebacker, influence, saxophone, athlete, biggest, you've, advice, worst, sweet, wake, hate

... cabbage. I'd wash it down with a good **half and half -- half sweet iced tea and half sweet lemonade**. My teammates would be surprised to know I played the saxophone. ...

20. Daily Record (Morristown, New Jersey), October 22, 2008 Wednesday, Pg. NEWS01, 727 words, MCWTW Eats:Homemade fare earns raves, JUSTIN INGENITO MCW THIS WEEK , MENDHAM

CORE TERMS: Glenn, Ellen, sandwich, Schmidle, simple, deli, Wicker Basket, Mendham, ingredient, chicken, recipe, secret, salad, customer service, Wicker's, half-and-half, atmosphere, seasoning, breakfast,

friendly, prepared, keeping, grill, you'd, bagel, wait, mix, tea

... best selling items is a straightforward mix of half-and-half tea -- a sweet brewed **iced tea and lemonade** mixture. So popular among the local kids, the drink has ...

21. Daily Record (Morristown, New Jersey), October 22, 2008 Wednesday, Pg. NEWS01, 727 words, MCWTW Eats: Homemade fare earns raves, JUSTIN INGENITO MCW THIS WEEK , MENDHAM

CORE TERMS: Glenn, Ellen, sandwich, Schmidle, simple, deli, Wicker Basket, Mendham, ingredient, chicken, recipe, secret, salad, customer service, Wicker's, half-and-half, atmosphere, seasoning, breakfast, friendly, prepared, keeping, grill, you'd, bagel, wait, mix, tea

... best selling items is a straightforward mix of half-and-half tea -- a sweet brewed **iced tea and lemonade** mixture. So popular among the local kids, the drink has ...

26. Mobile Register (Alabama), August 8, 2007 Wednesday, 01 EDITION, D; Pg. 01, 1223 words, ICED TEA PARTY, JENNIFER EKMAN, Special to the Press-Register

CORE TERMS: tea, iced tea, guest, glass, taste, syrups, juice, unsweetened, nectar, you'll, ice cream, decaffeinated, crystal, add-ins, plastic, suggest, shower, drink, fruit, heat, brew, ice, good way, family parties, black tea, old-fashioned, caffeinated, collection, selection, sweetened

... lemonade. When we lived in North Carolina, people favored **iced tea and lemonade** together, a "**half-and-half**" as they called it in Charlotte. You'll want to start ...

27. Press Journal (Vero Beach, Florida), July 12, 2007 Thursday, Indian River County Edition, TODAY; Pg. E1, 244 words, Oslo Diner's quick meals are a steal, Sheila O'Meara correspondent

CORE TERMS: sandwich, onion, Emeril, Oslo, lemonade, ordered, sausage, grilled, chicken, peppers, diner, lunch, crisp, meal, mild, roll

... asked for our drink order. My request for **half lemonade and half iced tea** (\$1.50) was met with an "I can do that." We also ordered ...

33. The News Journal (Wilmington, Delaware), October 5, 2005 Wednesday, SUPPLEMENT; Pg. 27A, 684 words, Sassy sandwiches at Sugarfoot, HOLLY NORTON

CORE TERMS: sugarfoot, lunch, asparagus, breakfast, friendly, sandwich, cheese, turkey, chicken salad, Wilmington's, Lincoln, Nemours, co-worker, pleasing, downtown, cocktail, grilled, cheddar, clearly, wrapped, hungry, almond, blend, plate, bunny, lobby, chip, logo, bag

... sat at our table by the window and happily sipped our **half lemonade, half iced tea** concoction, we had the chance to observe this popular lunch spot during its ...

108B8C

Time of Request: Thursday, April 12, 2012 15:02:08 EST

Client ID/Project Name:

Number of Lines: 141

Job Number: 2826:344626506

Research Information

Service: FOCUS(TM) Feature

Print Request: All Documents 7,8,18,26,30,44,46,56,60,62,70,80

Source: US Newspapers

Search Terms: "half and half" and (tea w/3 lemonade)

Focus Terms: "half and half" and (tea w/3 lemonade) and not palmer

7. The Baltimore Sun, June 1, 2011 Wednesday Correction Appended, FINAL EDITION, LOCAL; Pg. 1A, 1345 words, SPRING TURNS VERY, VERY HOT; SUMMER LOOKS TO BE COOLER THAN 2010, BUT HUMID, Frank D. Roylance, The Baltimore Sun

CORE TERMS: heat, temperature, humidity, hot days, Evans, forecast, com, air conditioning, Silverman, Pastelok, Jahari, Gray, forecasters, airport, asphalt, wait, Baltimore County, Lee Evans, National Weather Service's, air pollution, cold front, AccuWeather, Flanigan, Code, NOAA's, thunderstorms, long-range, typically, long-term, rowhouse

... formula for survival on hot days is a **half-and-half** mix of **lemonade** and iced **tea**. His crew of 12 men typically gets five 15- ...

8. The New York Times, September 29, 2010 Wednesday, Late Edition - Final, Section D; Column 0; Dining In, Dining Out / Style Desk; UNITED TASTES; Pg. 7, 938 words, Around Here, It's Pronounced 'Lake Trout', By JOHN T. EDGE

CORE TERMS: lake trout, fry, trout, bones, whiting, fried, bread, dish, white bread, sandwich, chicken, rabbits, batter, sweet, lake, fried chicken, Barnett, Seafood, working-class, middle-class, correction, advertise, rolled, tucked, slices, marsh, coco, hake, cooks, egg

... a sleeve of western fries and a foam cup of **half and half (lemonade and sweet tea)**, lake trout comes with a convoluted back story ...

18. Daily Record (Morristown, New Jersey), September 23, 2009 Wednesday, Pg. NaNMCWTW05, 663 words, Deli offers speed and friendly service to the neighborhood, BY RICH KNIGHT SPECIAL TO MCWTHISWEEK

CORE TERMS: Schmidle, sandwich, WICKER BASKET, salad, deli, Glenn, breakfast, counter, Mendham, Taylor, Ellen, atmosphere, shopping, they'll, sitting, chicken, freezers, shelves, cheese, menu, soda, shop, ham

... people who are familiar with the Wicker Basket come to get. "We have the **Half-and-Half**," Schmidle says, "Half iced **tea**, half **lemonade**. Kids line up in the morning to get them before they ...

26. Daily Record (Morristown, New Jersey), October 22, 2008 Wednesday, Pg. NEWS01, 727 words, MCWTW Eats: Homemade fare earns raves, JUSTIN INGENITO MCW THIS WEEK , MENDHAM

CORE TERMS: Glenn, Ellen, sandwich, Schmidle, simple, deli, Wicker Basket, Mendham, ingredient, chicken, recipe, secret, salad, customer service, Wicker's, half-and-half, atmosphere, seasoning, breakfast, friendly, prepared, keeping, grill, you'd, bagel, wait, mix, tea

... one of their best selling items is a straightforward mix of **half-and-half** tea -- a sweet brewed iced **tea and lemonade** mixture. So popular among the local kids, the drink has ...

... told that if you go to school without a cup of the Wicker's **half-and-half**, it's like you missed out that day," Glenn joked. "To ...

30. The Baltimore Sun, September 24, 2007 Monday, FINAL EDITION, LOCAL; Pg. 1B, 976 words, GAME DAY TURNS FROM WOE TO WEALTH; RAVENS FANS BRING MONEY TO COMMUNITY, Sumathi Reddy, Sun Reporter

CORE TERMS: Sharp-Leadenhall, Bland-Thomas, Hosmer, Ravens', neighbor, lemonade, bag, hot dogs, African-Americans, Skateland, half-and-half, after-school, referring, historic, peanuts

... park around them and begin an after-school program. "**Half-and-half**, lemonade," holler a group of neighborhood kids selling a beverage made of iced **tea and lemonade**. "Hot dogs, burgers, help me clean my park," ...

... One buck for a glass of lemonade or a **half-and-half**. And two dollars for a bag of peanuts. "It's ...

44. Gambit Weekly, October 19, 2004 Tuesday, Pg. 55, 58656, 1092 words, Catfish Redux; BARROW'S CATFISH & SEAFOOD RESTAURANT in Harvey offers more options than the catfish-obsessed sister location near Earhart Boulevard

CORE TERMS: catfish, BARROW'S, Shady, Inn, Harvey, legacy, fried, toast, menu, corn, SEAFOOD, Boulevard, Lapalco, skepticism, familiar, lemonade, buttered, crawfish, ordered, tasted, batter, potato, diners, pasta, salad, dark, tea, eat, ribs

... familiar oversize snifter glasses, and when I ordered a "**half & half**" the waitress knew just what I meant. A blend of sweet **tea** and puckery **lemonade**, the **half & half** is as bewildering as it is good; a perfectly refreshing beverage, ...

46. Courier News (Bridgewater, NJ), September 12, 2003 Friday, LIFESTYLE; Pg. 9E, 741 words, Adventures in Shopping, Jordan Eible, Staff

CORE TERMS: Gaggles, Lolly, gift, Mendham, Juicy, clothes, shop, Dorian's, clothing, bracelets, pattern, jump suit, Soup, merchandise, lollygaggles, encourage, shopping, ribbon, stuff, nieces, charm, pants, teen, belt, moms, www, com

... Basket deli is right next door. Try a **half-and-half**. The iced-**tea-and-lemonade** combination is a Mendham favorite. Exclusives: Lolly Gaggles ...

56. The Star-Ledger (Newark, New Jersey), August 9, 2000 Wednesday, FINAL EDITION, EDITORIAL; Pg. 15, 650 words, The iced tea couldn't stop me from blowing my cool, Fran Wood, Star-Ledger Staff

CORE TERMS: tea, front door, lemonade, kitchen, upstairs, please, Federal Express, iced tea, fresh mint, living room, T-shirt, stickiness, naturally, signature, passing, recipe, filled, fridge, soaked, bucket, handed, quart, stairs, wrung, threw, towel, tall, mint, pants, sink

... patio. The first time I drank the tasty combination of **tea and lemonade** my local deli used to sell as "**half and half**," I knew it merged the best summer beverages of ...

60. Santa Fe New Mexican (New Mexico), September 09, 1998, Wednesday, Food; Pg. C-1, 476 words, Bites, Pancho Epstein

CORE TERMS: burger, Pizza, cheese, tomato, bread, bun, sesame seeds, Etc, lettuce, potato, melted, onion, glass, mayo, menu

... cole slaw for 50 cents each. The drink? **Half-and-half**, part iced **lemonade** and black **tea** (85 cents, no charge for refills). You can ...

62. The New York Times, June 21, 1998, Sunday, Late Edition - Final, Section 9; Page 1; Column 2; Style Desk , 570 words, VIEW; Like Father (Gross!), Like Son (Yuck!), By Bob Morris

... habit of pouring orange juice into tea seems as hip as the **half-and-half (half iced tea and half lemonade)** now requested by Hollywood power lunchers. Is it ...

70. Santa Fe New Mexican (New Mexico), October 04, 1996, Friday, Pasatiempo; Pg. 56, 403 words, SHORT ORDER, MOLLIE BUSBEY

CORE TERMS: Whistle, Noon, salad, pea soup, black-eyed, homemade, split, pea, chowder, drink, soups

... Whistle was entirely too thin, its flavors almost too diluted to savor. **Half and half**, a mixture of iced **tea and lemonade**, is an interesting cold drink I'd never tried. ...

80. The Atlanta Journal and Constitution, May 7, 1995, Sunday,, ALL EDITIONS, Pg. 2N, 662 words, TRUE SOUTH; SPOTLIGHTING MOODS AND CUSTOMS; Drugstores; They served up cool treats on the hottest of summer days, Bob Dart, Vienna, Va.

CORE TERMS: drugstore, Uncle, cherry, Drug Store, Dr Pepper, comic books, soda fountain, soft drinks, Cliff, Coke, pharmacist, carbonated, ice cream, Morrison, Pearson, Retreat, Rural, Waco, crushed, ice

... near the pier on St. Simons, featured a **half-and-half** - equal portions of sweetened **tea** and fresh-squeezed **lemonade** poured over crushed ice. One drugstore had rainbow ...



The Official Beverage of Taste®

- HOME
- PRODUCTS
- ABOUT US
- ABOUT YOU
- BLOG
- PRESS
- E-MAIL LIST
- INVESTOR INFO
- BUY
- CONTACT

White Tea:
Honeydew
Strawberry

Green Tea:
Ginseng & Honey
Mango
Plum

Blue Tea:
Lemon
Peach
Raspberry
Diet Lemon
Diet Peach

Black Tea:
Lime & Mint
Sweet Tea
Unsweetened

Half & Half:
Tiger Half & Half
Iced Tea-Lemonade

Natural Lemonades:
Black Cherry
Lemon
Strawberry



**Half & Half
Tiger Iced Tea
Lemonade**

Bold, fearless, and ready to take on the world. You're a tiger, and this delicious new half & half will delight your taste buds as it powers you forward. It's a perfect balance of premium tea, lemon juice and natural flavors, sweetened with pure organic cane sugar. Looking for delicious new refreshment? Think Tiger Half & Half.

Ingredients: Filtered water, organic cane sugar, premium brewed tea, lemon juice concentrate, natural flavors.

[More Flavors](#)

nutrition facts
Serving Size 8oz. (1 cup/250ml)
Servings Per Container: About 2

Amount Per Serving	
Calories 95	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 24g	8%
Sugars 23g	
Protein 0g	0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

100% Natural No Preservatives





Makes you thirsty just looking at them - doesn't it? Joe Tea EXPLODES with flavor. Below are a few of the flavors that we currently sell but we have a lot more coming. What's so different about Joe Tea?



Just ask the people who drink it. Across the board they'll tend to say -
"Just tastes better - with a clean, fresh, natural taste".

Available Flavors:



Available Flavors:
Lemon
Peach
Raspberry
Green Tea with Ginseng
Turbo Tea (extra caffeine)
Road Warrior
Lemon Half and Half
Peach Half and Half
Raspberry Half and Half
Lime Half and Half
Lemonade
Low Sugar Green Tea
Black Tea

Have a craving for JOE TEA and can't find it?
If you are looking for retailers in Vermont, New York, New Jersey,
Connecticut or Pennsylvania or are a retailer email us at ineedtea@joetea.com
Tell us where you live and we will send you the names of some retailers near you. Please put I need Joe Tea! in the subject line.
All other locations can get JOE TEA shipped directly from our
[Online Store](#) |

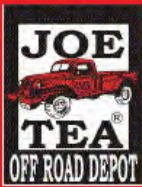
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Joe Tea Half and Half Lemon 20 oz - 12 PET Bottles per case




Quantity in Basket: *None*
Code: **JT20HH**
Price: **\$21.95**
Shipping Weight: **15.00 pounds**

Quantity:

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New 20 oz size

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Honest Tea Organic Half & Half Tea Lemonade

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Availability: **Out of stock**

\$1.59

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Quick Overview
Organic Tea & Lemonade Half & Half - Just a tad sweet

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Additional Information

Size	16.9OZ
Per Pack	1
Country	USA

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Half and Half Iced Tea and Lemonade - Case of 6 boxes (36 tea bag total)
Price: \$22.95

Half And Half Iced Tea And Lemonade With Pomegranate -Case Of 6 Boxes (36 Tea Bag Total)

CATALOG #: 00221

For pure refreshment, indulge in the taste of rich black tea and sweet lemonade with pomegranate the way it should be enjoyed... fresh brewed! Six family size tea bags each make a full quart of perfectly blended tea and lemonade in just minutes, in the convenience of your own kitchen. Lightly sweetened and full of flavor, Bigelow Half Tea & Half Lemonade with Pomegranate weighs in at only 15 calories and costs just pennies a glass. 6 boxes per case. Makes 36 quarts. Net Wt. 19.7 oz. (558 g).

Buy any 3 cases of tea and save \$7.00

Ingredients	sugar, black tea, natural lemon and pomegranate flavors with other natural flavors (soy lecithin), hibiscus, citric acid, black tea extract, lemon peel, pomegranate peel, Reb A (a natural sweetener from the Stevia plant)
Caffeine Status	30-60mg
Gluten	Gluten Free
Kosher	

PRICE: \$22.95

QUANTITY

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**Triple Pack Quart Size
Iced Tea Bags**
Price: \$9.95



**Half and Half Iced Tea and
Lemonade TRY ME Offer**
Price: \$7.95

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4C Iced Tea Lemonade Mix, Half & Half



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Details Nutrition Description Customer Reviews

53 oz.

Makes 20 quarts. Natural lemon flavor with other natural flavors. Our tea is made with only the finest teas and other ingredients. Completely instant. Just add water and ice! Free scoop enclosed.

Ingredients
Sugar, Citric Acid, Instant Tea, Natural Lemon Flavor with Other Natural Flavors, Caramel Color, Natural Lemon Juice Solids, Artificial Color FD&C Red 40.

Directions
Measure 4C Half & Half Iced Tea Lemonade Mix into a container and add water using the measures on the chart below. Stir and pour into ice filled glasses. (Note: If scoop is lost or misplaced, one scoop equals 1/4 cup, less one teaspoon). Preparation: 8 fl. oz.

lost or misplaced, one scoop equals 1/4 cup, less one teaspoon). Preparation: 8 fl. oz. water per 0.66 oz. of 4C Half & Half Iced Tea Lemonade Mix. To Make Servings: 1 serving (approx. 1/2 scoop) [vary usage to satisfy your taste]), 1 cup (8 oz) water, 2 servings (approx. 1 scoop) [vary usage to satisfy your taste]), 2 cups water, 4 servings (approx. 2 scoops) [vary usage to satisfy your taste]), 1 quart (32 oz) water, 8 servings (approx. 4 scoops) [vary usage to satisfy your taste]), 2 quarts water, 16 servings (approx. 8 scoops) [vary usage to satisfy your taste]), 1 gallon water. Hot by the cup: Use two teaspoons (vary usage to satisfy your taste) of 4C Half & Half Iced Tea Lemonade Mix. Add hot water, stir and serve.

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Celestial Seasonings Half and Half Black Tea & Lemonade K-Cups - 16 Count



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Nutrition Facts	
Serving Size 1 K-Cup	
Amount Per Serving	
Calories 0	
Total Fat 0g	
Total Sugar 0g	
Total Protein 0g	
Total Caffeine 120mg	
Total Lemonade 10g	
Total Tea 10g	
Total Sugar 0g	
Total Protein 0g	

Our Price: **\$12.95**

Qty:

1

Availability:: Usually Ships in 1 to 2

Days

Product Code: 099555012118



Description **Directions** **Ingredients**

According to legend, an enterprising young golfer originally had the idea to pour lemonade and black tea together over ice. Now, the bright and sunny favorite called Half and Half is available in a K-Cup® for the perfect combination of quality and convenience.

Equal parts refreshing and invigorating, Half and Half from Celestial Seasonings® combines robust and smooth black tea with our sweet and tangy all-natural lemonade - made with True Lemon® for a vibrant citrus flavor.

 16 Count Keurig K-Cups



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Our Price: \$12.95



Celestial Seasonings® Mandarin Orange Spice Herbal

Our Price: \$12.95



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Arnold Palmer Lite Half & Half Iced Tea Lemonade 23-Ounce Cans (Pack of 6)
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★★★★★ (3)



Sweet Leaf Tea, Half & Half Lemonade Tea, 20-Ounce Bottles (Pack of 12)
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1 Used & new from \$19.44
★★★★★ (12)



AriZona Arnold Palmer Half and Half, 1.2-Ounce Boxes (Pack of 6)
Buy new: ~~\$22.00~~ \$16.14
5 Used & new from \$16.00
★★★★★ (27)

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Steaz Zero Calorie Iced Teaz, Half and Half, Green Tea with Lemonade, 12 - 16-Ounce Cans
by **Steaz**

★★★★★ (2 customer reviews) | Like (3)

Price: **\$29.99** (\$0.16 / oz)

In stock.

Processing takes an additional 2 to 3 days for orders from this seller.
Ships from and sold by **Peters Select**.

Quantity:

\$29.99 + Free Shipping

In stock. Processing takes an additional 2 to 3 days. Sold by **Peters Select**



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Up to 35% Off Spring Refreshments

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Product Features

- Pack of twelve, 16-Ounce (Total of 192-Ounces)
- 100% natural green tea

- Naturally sweetened green tea

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Price For All Three: \$71.68

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- ✓ **This item:** Steaz Zero Calorie Iced Teaz, Half and Half, Green Tea with Lemonade, 12 - 16-Ounce Cans by Steaz **\$29.99 (\$0.16 / oz)**
- ✓ Steaz Zero Calorie Iced Teaz, Raspberry , 16-Ounce (Pack of 12) by Steaz **\$26.86 (\$0.14 / oz)**
- ✓ Steaz Zero Calorie Iced Teaz, Citrus, 16-Ounce (Pack of 12) by Steaz **\$14.83 (\$0.00 / oz)**

Customers Who Bought This Item Also Bought

Page 1 of 16



Steaz Zero Calorie Iced Teaz,
Citrus, 16-Ounce (Pack of 12)
★★★★★ (1)
\$14.83



Steaz Organic Iced Teaz,
Green Tea with Blueberry,
Pomegranate & Acai, 12-16-
Ounce Cans
★★★★☆ (14)
\$16.08



Steaz Organic Iced Teaz,
Green Tea with Lemon
(Unsweetened), 12 - 16-
Ounce Cans
★★★★★ (5)
\$16.44



Steaz Zero Calorie Iced Teaz,
Raspberry , 16-Ounce (Pack
of 12)
★★★★☆ (?)
\$26.86



Steaz Zero Calorie Iced Teaz,
Peach Mango, 16-Ounce
(Pack of 12)
★★★★★ (?)
\$34.94

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Legal Disclaimer

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Product Description

Steaz Zero Calorie Iced Teaz is "naturally" sweetened with erythritol & Stevia. The Half & Half is a mixture of green tea & lemonade.

Product Details

Shipping Weight: 13.2 pounds ([View shipping rates and policies](#))

Shipping: Currently, item can be shipped only within the U.S.

ASIN: B004ECUUQY

UPC: 856820161298 856820160093

Average Customer Review: ★★★★★ ☒ (2 customer reviews)

Amazon Best Sellers Rank: #16,909 in Grocery & Gourmet Food ([See Top 100 in Grocery & Gourmet Food](#))

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Energy Drinks

Coffee



Steaz Zero Calorie Berry Energy Drink 12-Ounce Cans (Pack of 24)

★★★★☆ (14)

~~\$55.44~~ **\$42.65**
(\$0.15 / oz)

In Stock and eligible for
FREE Super Saver Shipping

Add to Cart



Steaz Energy Drink Orange, 12-Ounce Cans (Pack of 24)

★★★★☆ (7)

~~\$55.44~~ **\$49.38**
(\$0.17 / oz)

In Stock and eligible for
FREE Super Saver Shipping

Add to Cart



illy issimo Caffè Coffee Drink, No Sugar, 6.8-Ounce Cans (Pack of 24)

★★★★☆ (5)

~~\$28.00~~ **\$25.00**
(\$0.31 / oz)

In Stock and eligible for
FREE Super Saver Shipping

Add to Cart



illy Caffè Whole Bean Coffee (Medium Roast), 8.8-Ounce Tins (Pack of 12)

★★★★☆ (17)

~~\$38.60~~ **\$33.76**
(\$1.88 / oz)

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Steaz Zero Calorie Iced Teaz,
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★★★★★ (1)
\$14.83



Steaz Organic Iced Teaz,
Green Tea with Blueberry,
Pomegranate & Acai, 12-16-
Ounce Cans
★★★★☆ (14)
\$16.08



Steaz Zero Calorie Iced Teaz,
Raspberry, 16-Ounce (Pack
of 12)
★★★★☆ (2)
\$26.86



Steaz Zero Calorie Iced Teaz,
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(Pack of 12)
★★★★★ (2)
\$34.94



Steaz Organic Iced Teaz,
White Tea with Lime and
Pomegranate, 12-16-Ounce
Cans
★★★★★ (15)
\$16.20

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16 Tea Bags, 1.12 oz
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+ \$4.00 Est. shipping
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★★★★★ **great tea**, January 21, 2012

By [Susan](#) - [See all my reviews](#)

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This review is from: Steaz Zero Calorie Iced Teaz, Half and Half, Green Tea with Lemonade, 12 - 16-Ounce Cans (Grocery)

Great tasting tea, sometimes difficult to find a tea without a ton of sugar in it. I enjoyed the natural flavors in this tea.

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★★★★★ **Great Tasting, Zero Calorie, and Refreshing**, September 18, 2011

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This review is from: Steaz Zero Calorie Iced Teaz, Half and Half, Green Tea with Lemonade, 12 - 16-Ounce Cans (Grocery)

I love Arnold Palmers, which to the uninitiated are drinks made from half iced tea and half lemonade. Steaz takes Arnold Palmers to the next level by making them healthful. First, they use green tea instead of regular black tea for the iced tea. Sounds like it might not work, but it does. Second, they sweeten the drink with Stevia and Erythritol -- two entirely natural, no-calorie sweeteners. So you can feel good about drinking these, while enjoying an incredibly thirst-quenching flavor. Love it!

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Sweet Leaf Tea, Half & Half Lemonade Tea, 20-Ounce Bottles (Pack of 12)

by [Sweet Leaf](#)

★★★★☆ (12 customer reviews) | Like (5)

Price: **\$19.44** (\$0.08 / oz) & eligible for **FREE Super Saver**
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Product Features

- Half and Half Lemonade Tea is an organic premium black tea blended with real lemon juice and cane sugar
- USDA Certified Organic; 100% Gluten free; Certified Kosher by the Orthodox Union; 100% Vitamin C
- This refreshing combination is Granny's organic take on the ol' Arnold Palmer
- USDA Certified Organic; 100% Gluten free; Certified Kosher by the Orthodox Union

- USDA Certified Organic; 100% Gluten free; Certified Kosher by the Orthodox Union
- Take a bottle out to the course with you next time – just don't take Clayton – he thinks golf is a body of water

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- ✓ **This item:** Sweet Leaf Tea, Half & Half Lemonade Tea, 20-Ounce Bottles (Pack of 12) by Sweet Leaf
\$19.44 (\$0.08 / oz)
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- ✓ Sweet Leaf Tea, Lemon Iced Tea, 20-Ounce Bottles (Pack of 12) by Sweet Leaf **\$19.44 (\$0.08 / oz)**

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Page 1 of 19



Sweet Leaf Tea, Original Sweet Tea, 64-Ounce Bottles (Pack of 8)

★★★★★ (10)
\$27.68



Sweet Leaf Tea, Original Sweet Tea, 20-Ounce Bottles (Pack of 12)

★★★★★ (11)
\$19.44



Sweet Leaf Tea, Peach Iced Tea, 15.5-Ounce Cans (Pack of 24)

★★★★★ (2)
\$30.44



Honest Tea Certified Organic, Honey Green Tea, 16.9-Ounce Bottles (Pack of 12)

★★★★★ (8)
\$18.50



Honest Tea Certified Organic, Fair Trade Certified, Peach White Tea, 12 - 16.9-Ounce Bottles (Pack of 12)

★★★★★ (5)
\$27.48

Important Information

Important Information

Ingredients

INGREDIENTS: filtered water, organic cane sugar, organic black tea, organic lemon juice concentrate, and natural lemon flavor.

Directions

Shake well. Refrigerate after opening. Please recycle when it's gone!

Legal Disclaimer

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Product Description

It wasn't a long shot that we'd make a tea that usually goes by a golfer's name. After all, David's quite a player. Take a bottle out to the course with you next time. Just don't take Clayton—he thinks golf is a body of water. When we first started, we brewed our tea in pillowcases and filled each bottle by hand. We've grown since then, but we're still inspired by Clayton's granny, Mimi, who taught us never to use ingredients we can't pronounce. We hope you have as much fun drinking our tea as we have making it.

Product Details

Product Dimensions: 2.8 x 2.8 x 7.8 inches

Shipping Weight: 17.7 pounds ([View shipping rates and policies](#))

Shipping: This item can only be shipped to the 48 contiguous states. We regret it cannot be shipped to APO/FPO, Hawaii, Alaska, or Puerto Rico.

ASIN: B001RBQ1A4

UPC: 651538061126

Country of Origin: USA

Average Customer Review: ★★★★★ (12 customer reviews)

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★★★★★ (12 customer reviews)

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★★★★★ **monthly shipment is the way to go**, November 6, 2010

By [stargazing fisherman](#) - [See all my reviews](#)

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This review is from: Sweet Leaf Tea, Half & Half Lemonade Tea, 20-Ounce Bottles (Pack of 12) (Grocery)

I have to admit, buying this stuff by the case wasn't quite my idea--but I warmed up to it in short order. We now have it delivered regularly, and I grab one everyday on my way to work. When we are taking a long trip with the family, I throw in a whole case and it is gone before we get back. I guess a little luxury never hurt anybody, and we are spending less on junk beverages.

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★★★★★ **Yes, it's homemade goodness in a bottle**, August 21, 2009

By [James F. Cook](#) - [See all my reviews](#)

REAL NAME

This review is from: Sweet Leaf Tea, Half & Half Lemonade Tea, 20-Ounce Bottles (Pack of 12) (Grocery)

Organic ingredients and real sugar are a plus in this flavorful mix of lemonade and tea. Arnold Palmer would be proud.

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★★★★☆ **Nice refreshing mix - not quite Army P though**

This is a nice, very refreshing ice tea. It's not too sweet, tastes (to me) like tea with a hint of lemonade. [Read more](#)

Published 1 month ago by Bron

★★★★☆ **Love it, when I can get it**

Amazon is horrible about keeping this in stock.....hit or miss mostly miss. One week they will have this in stock, then the next six weeks there out....

Published 3 months ago by Susan Gregory

★★★★★ **Arnold Palmer, golf legend and**

☆☆☆☆☆ good but a little too sweet., October 6, 2009

By **David R. Young** - [See all my reviews](#)

REAL NAME

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☆☆☆☆☆ **Another family, got legend and drink connoisseur.**

This product is to drinking, as Reese's Cups are to snacking.

2 great tastes that work so well together.

[Read more](#)

Published 8 months ago by R. Smith

☆☆☆☆☆ **Great Taste and Even Blend**

I only gave this four stars because my family is from the South East U.S. (aka the "Country" backwoods). We like everything sweet! [Read more](#)

Published 9 months ago by G Man

☆☆☆☆☆ **Sweet Leaf Tea**

Arrived promptly. So glad to be able to order it from Amazon since I cannot get it locally. Good stuff!

Published 12 months ago by Frances Taylor

☆☆☆☆☆ **This Tea is the absolute best....**

I'll tell you... It doesnt get better than this tea. It tastes so fresh (and not sugary sweet...it just has a slight taste of sweetness... [Read more](#)

Published 14 months ago by Laurie

☆☆☆☆☆ **The right balance**

I got hooked on this brand when I was in Texas, and I have to say that this flavor is very well-balanced - just the right amount of sweetness and not too tart. [Read more](#)

Published on December 8, 2009 by Raymond Wai

☆☆☆☆☆ **A little different taste...**

Tastes noticeably different than when I mix half tea, half lemonade at several different fast food places, and restaurants. Not sure why. [Read more](#)

Published on August 20, 2009 by rc

☆☆☆☆☆ **Refreshing**

This Half & Half is just right. It is not too sweet and has just the right amount of lemonade. In trying to stop drinking so much coffe this has been so helpful.

Published on July 10, 2009 by Seeking Health

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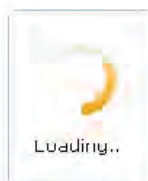
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Hansen's Beverages Goes Half-and-Halfway



Jeffrey Klineman | September 28, 2011 4:55 pm

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Under VP of Marketing Blair Owens, Hansen's Beverages, the natural beverages company that is better known as the owners of Monster Energy, has slowly begun to extend its portfolio into a variety of hot beverage categories.

Owens, formerly a brand manager at Coca-Cola and Gallo, among other companies, made his biggest splash last year with the release of Hubert's Lemonade, a friendly glass-bottle lemonade brand named for company founder Hubert Hansen.

With momentum behind the lemonade — in addition to natural channels, it is in key DSD accounts like Haralambos in L.A. and Spike and GBL in Arizona — Owens revealed during Natural Products Expo East that he is also extending the brand into the tea space with the launch of a line of half-and-half tea and lemonade blends.

The line will be available in peach, green tea and black tea lemonades, sweetened with stevia and sugar and carrying an MSRP of between \$1.29 and \$1.39. In an effort to compete in convenience as well as natural and specialty channels, the

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more or between \$1.25 and \$1.50, in an effort to compete in convenience as well as natural and specialty channels, the brand will come in 16 oz. cans.

Additionally, Hansen's is broadening its portfolio with an impending launch of Aguas Frescas under the brand name Angeleno Aguas Frescas later this fall. The brand will come in five flavors, with a glass bottle package and about 60-80 calories per 8 oz. serving.

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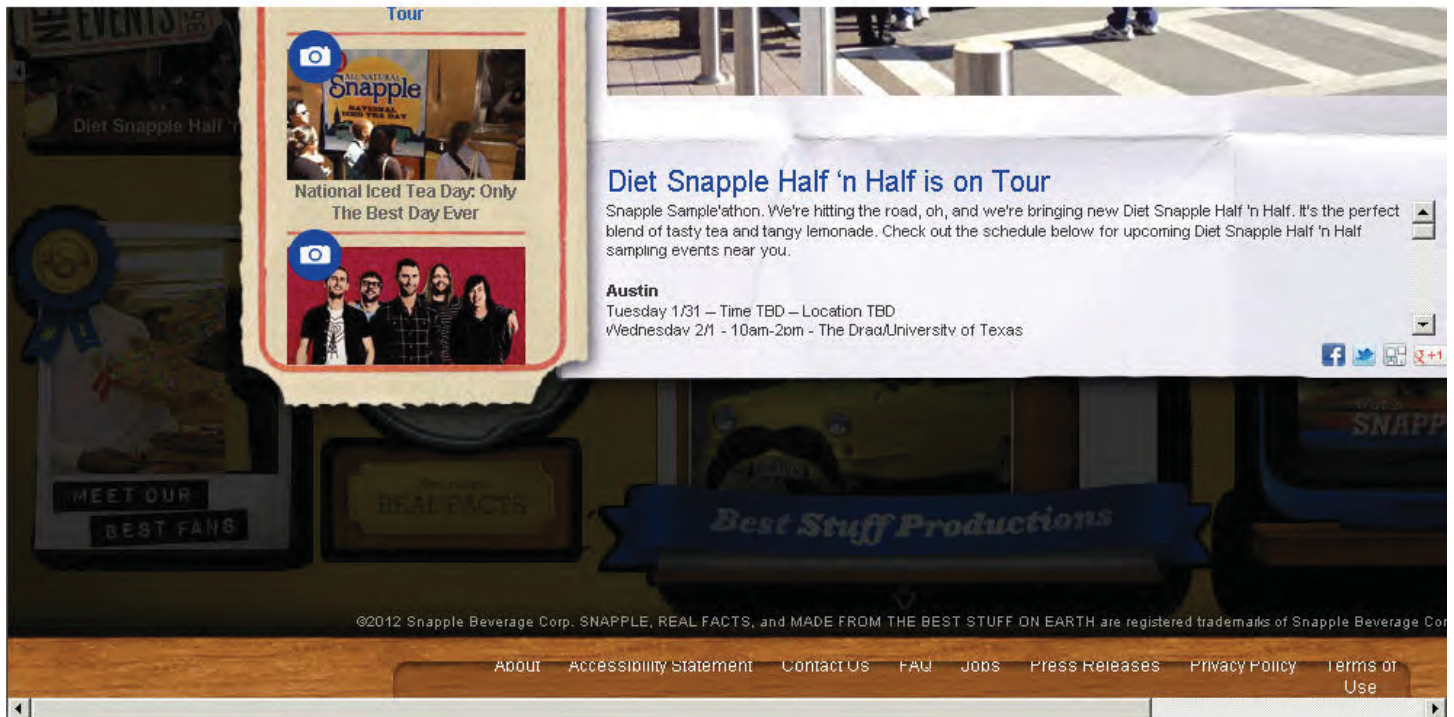
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Honest Tea Organic Half & Half

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27 2010

HONEST

Be Real. Get Honest.


Honest Tea is the nation's top selling organic bottled tea company with a mission to make great tasting, truly healthy organic beverages sweetened with less sugar and fewer calories than most bottled beverages. Their product line includes Honest Tea ready to drink bottled teas in glass and PET#1 bottles, Honest Ade organic thirst quenchers and Honest Kids drink pouches. In the past year, they've introduced the Honest Mate, bottled yerba mate drinks and Honest Kombucha, a line of fermented tea drinks.



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Honest Tea recently released (in March) a half and half beverage that combines tea and lemonade. It's made from USDA certified organic black tea from India and blended with lightly sweetened lemonade. It has just a touch of organic cane sugar that gives it a very light hint of sweetness which was really refreshing. I don't like overly sweet tea. Honest Tea Organic Half & Half has only 12 grams of sugar and 48 calories per 8 ounce serving! Totally doable for my weight maintenance program!



Honest Tea is available nationwide but you can use their [store locator](#) to find the store closest to you. I find mine at our Hannaford grocery store and our CVS. They are priced between \$1.49 and \$1.79 as a suggested retail price. I really love that they are Fair Trade Certified and Organic. When I drink iced tea, this is my tea of choice.

My thanks to Honest Tea for allowing me to work with their company.

As required by the FTC: I received a product sample in order to write my review. I received no monetary compensation. All opinions expressed are mine and mine alone.

Ellen

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About Ellen Christian

Ellen is a busy mom of two teenagers who left the corporate world in 2008 to focus on a more eco-friendly life. She lives in rural Vermont where she juggles family, two blogs and a career in social media.

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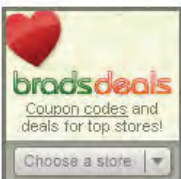
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ampersand - definition

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NOUN [COUNTABLE]  Pronunciation /'æmpər,sænd/

Word Forms


the symbol &, used in writing instead of the word "and"
Smith & Company

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BuzzWord

structured reality

a type of television series featuring real people who talk naturally but are put in situations which are pre-arranged by the production company

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coolio

a different way of saying 'cool' in a reply

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Word of the Day

cantata

a piece of religious music performed by singers and an orchestra

[Word of the Day](#)

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4C FOODS CORP.



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What's New

At 4C Foods, we're just like you. We all have busy lives and hectic schedules. Always on the go and on the run. But that doesn't mean we have to sacrifice wholesomeness and quality for convenience. So the R&D people are continually coming up with ideas so we can get a little more out of life. Below are some of 4C Foods' latest releases into the market. We hope you take the time to learn about our new products and maybe even try them. And speaking about trying... have you checked out our Easy Recipes section? Now those are some terrific ideas!

Totally Light and Totally AWESOME!



We've been getting hundreds of emails and phone calls asking us to make Half & Half into a Totally Light 2Go Energy Rush Product... we've heard you and have gone one better. 4C Foods proudly introduces:

4C Totally Light Tea 2Go Sugar Free Energy Rush Half & Half Iced Tea Lemonade Mix with Taurine

And

4C Totally Light 2Go Sugar Free Energy Rush Strawberry Drink Mix with Taurine

And remember if your grocer doesn't have these two new Energy Rush Drink Mixes yet... checkout the 4C E-Store where you can buy 'em online. Enjoy!!



Some like it HOT!



4C Bread Crumbs Spicy Hot PANKO CHIPOTLE Seasoned, adds a kick to all your favorite foods...

...a spicy hot coating for Chicken, Fish, Seafood, Meat, and Vegetables. 4C's PANKO CHIPOTLE Bread Crumbs create a crispy light texture and when you combine that with our superbly balanced blend of Chipotle Peppers, herbs, spices, and 4C's 100% Pecorino Romano Cheese, you have the makings of a SMOKIN' HOT KICK to your recipes.

So look for it on your grocer's shelves or on the **4C E-STORE**.

Enjoy! Disfrute!



4C Half & Half - Iced Tea & Lemonade

Half & Half full!



Half & Half is 4C Foods' fantastic New Flavor with a **WHOLE** lotta taste! **HALF ICED TEA 'N HALF LEMONADE** - It's the Best of both thirst quenching drinks. Enjoy **HALF & HALF ICED TEA LEMONADE MIX** in 20 Quart Canister with Sugar, 4C Totally™ Tubs, and 4C Totally Light 2 Go Stix.

4C Instant Iced Tea
half & half Iced Tea Lemonade

4C Totally Light™ Iced Tea
20CT Stix half & half Iced Tea Lemonade
7 Tubs half & half Iced Tea Lemonade

4C Green Tea Pomagranate Iced Tea Mix



What everyone has been anticipating is now available 4C Foods' latest drink mix **4C Green Tea Pomagranate™**, coming to your grocers' shelves in February 2010. **4C Green Tea Pomagranate™** Antioxidant will be available in **Totally Light™** Tubs, **Totally Light 2Go™** sticks, and in Canisters sweetened with sugar. Now you can enjoy double the **Antioxidant** Power of Green Tea & Pomagranate in one convenient drink mix, with Vitamin C, A, Calcium, and Iron. **No Carbs** and it's **Gluten & Caffeine Free**.

Our Family Just Got Bigger



After hundreds of letters and thousands of e-mails we're bringing back **4C Lemonade** and **4C Pink Lemonade** Drink Mixes Sweetened with Sugar and a good source of Vitamin C. We're also proud to introduce our two newest family members **4C Fruit Punch** and **4C Wild Berry Pomagranate** Drink Mixes Sweetened with Sugar. These 4C Drink Mixes have less sugar than most soda pops and contain no caffeine and no gluten. And the larger 16 Quart size means fewer trips to the grocery store.



Japanese Style Panko Bread Crumbs - Seasoned & Plain



Although 4C Foods traditional Seasoned, Plain and Salt Free Bread Crumbs are simply the best, some Japanese and French cooking recipes call for a much crispier crunch and a lighter sharper coating texture. So once again in response to our customers requests we proudly introduce Japanese Style Panko Bread Crumbs - Seasoned & Plain.

100% Whole Wheat Bread Crumbs Heartier and Healthier



Over the past couple of years we've received many inquiries and requests regarding developing a whole wheat breadcrumb product. Many people were interested in the recent suggestions of whole wheat's health benefits. Others just wanted a heartier breadcrumb. So our R&D guys did it again! 4C Foods is proud to introduce 100% Whole Wheat Seasoned Bread Crumbs and 100% Whole Wheat Plain Bread Crumbs. We hope you try our new 4C breadcrumb products and experience many years of great health and good food enjoyment!

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Subject: U.S. TRADEMARK APPLICATION NO. 85308401 - HALF & HALF
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Sent: 4/12/2012 7:45:48 PM
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