

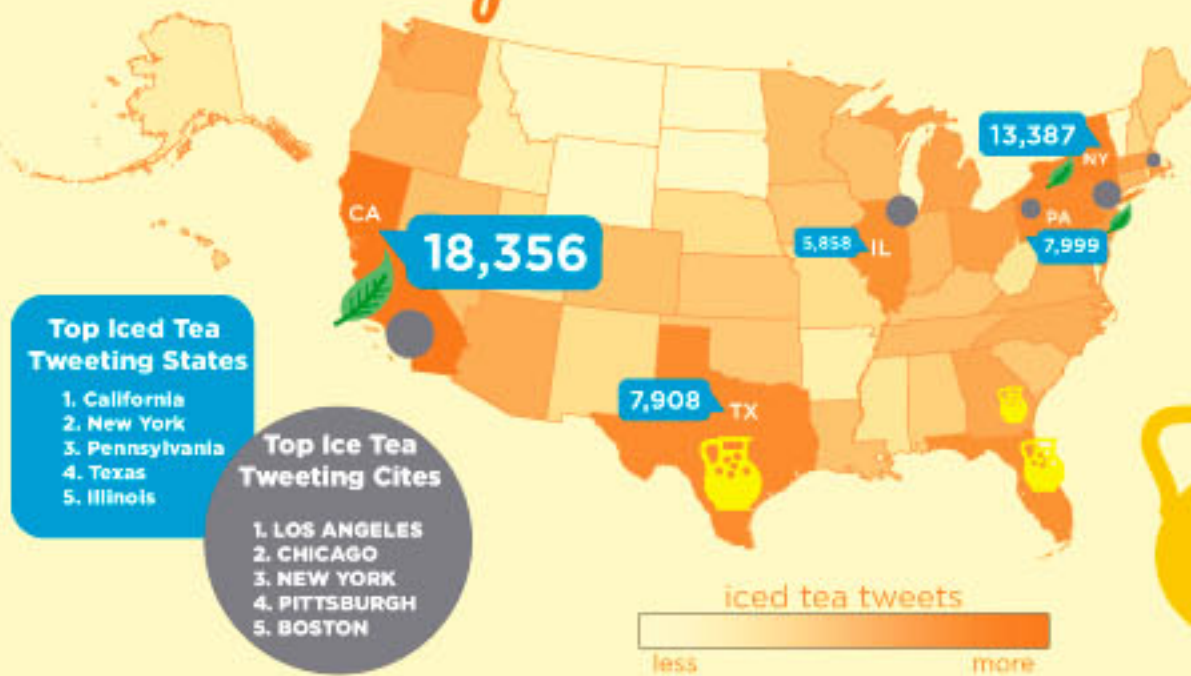
Some like it ICED

An Honest peek into the lives (and tweets) of Americans who drink *iced tea*

We analyzed **117,441** total iced tea tweets*

where they are

who they are



the sports they play



running

2,579

walking

671

football

390

biking

343

swimming

307

yoga

118

croquet

8

Did you know?
Honest Tea has reached a major milestone, we sold our

1 billionth beverage!

TOP HONEST TEAS TWEETED

- Honey Green
- Half & Half
- Peach White Tea

#Organic **56**

Was only the 25th most popular iced tea hashtag. (Looks like we still have more work to do!)

HONEST tea

what they're saying

#yum **285**

#toprated **148**

#sogood **91**

the foods they like most

veggies

1,657

chips

1,717

cheese

670

salad

703

pizza

624

*Honest Tea used digital monitoring platform Sysomos to examine mentions of "iced tea," and several variations of the words from January 1-June 1, 2014. The company also searched for specific sports, food, geography, and other lifestyle topics in conjunction with the search terms.