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Alums' Company is Topic of TIME Magazine Article

TIME Magazine's Sept. 14 edition (online *and* print) featured a story on Guyaki Yerba Mate - the "Tree-Hugging Tea." Herbal-drink-maker Guayaki Yerba Mate imports directly from small suppliers across Latin America with the goals of producing natural foods and preventing further rainforest deforestation.

Popularity is soaring for its flavored, mate-based herbal drink, with sales over $10 million annually. The company is owned by two Cal Poly alumni: Alex Pryor (B.S., Food Science and Nutrition, 1998) and David Karr (B.S., Business, 1996).

In Yerba Mate, "Guayaki found a beverage that restores the rain forest by commercializing it," TIME writes.

Read the Sept. 14 2009 TIME magazine story

Read the Summer 2008 Cal Poly Magazine story on Pryor and Karr

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